

ChapterLetter of the Boston Society of Architects  
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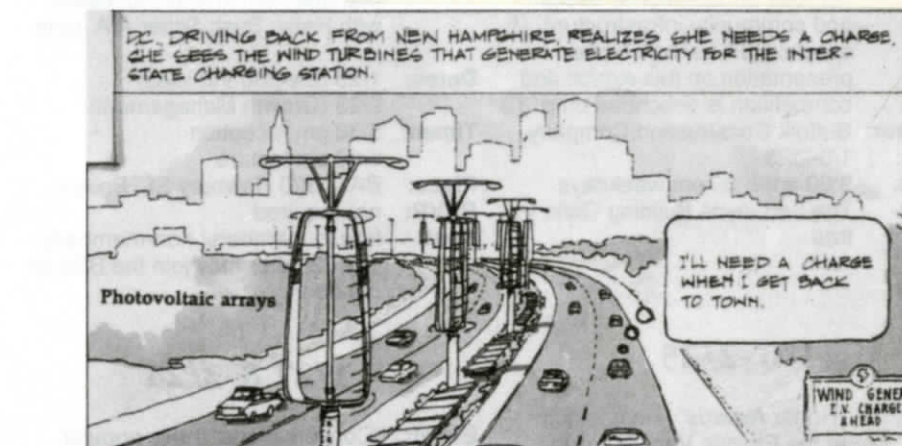
## Electric automobiles, community planning, and managing growth

### In this issue. . .

This month, by popular request, we try a new format for the ChapterLetter that collects news and articles under these headings: Events (pp. 1-3), Design (pp. 3-5), Practice (pp. 6-10), Marketing (pp. 10-13), and The Network (pp. 14-15). The intent is to link articles on similar issues and thus to make it easier to read the ChapterLetter. Let us know if it works.

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ChapterLetter deadlines for. . .  
March/April news: 1/24  
March Classified ads: 2/15  
March/April ad inserts: 2/18  
April Classified ads & ad inserts: 3/15



The new year begins with BSA Lecture Series presentations by Steven Cecil AIA on "Electric Cars and Community Design" (January 26) and by Helen Bush Sittler AIA on "Managing Growth in Massachusetts" (February 23). Cecil's presentation draws on the 1992 national design competition that focused on the impact of electric cars on community design (this national competition was won by Boston designers - The Odyssey Team - whose work will be highlighted during Cecil's presentation; the image at the top is a detail from the award-winning submission.)

Sittler's presentation in February draws on the work of a task force of BSA members and



allied professionals who have been traveling the state for the past few years in an effort to aid city and town planning officials and residents who seek to understand the impact of planning guidelines, zoning laws, and other constraints. The two photos directly above suggest the kinds of development issues Sittler addresses.

Cecil's presentation on January 26 and Sittler's presentation on February 23 both begin with a 5:30 pm reception at the BAC, 320 Newbury St., Boston. There is no charge for BSA members; non-members are welcome and pay \$3.00 or may join the BSA at the door.



## Special Events in January and February

### 1/6-2/25

**Event:** "The Electric Vehicle & The American Community" – this is an exhibit of the award-winning entries in the 1993 national design ideas competition focused on the possible impacts of electric vehicles on community design and community infrastructure. (A special BSA Lecture Series presentation on this exhibit and competition is described on p. 1.)

**Sponsor:** Suffolk Construction Company

**Dates:** 1/6-2/25

**Times:** 9:00 am-5:00 pm weekdays

**Place:** The Architects Building Gallery

**Cost:** free

### 1/6 -2/25

**Event:** "Honor Awards" – in addition to the Electric Vehicle exhibit described above, The Architects Building is also the site of an exhibit of the 1993 BSA Design Honor Award-winning projects

**Sponsor:** Suffolk Construction Company

**Dates:** 1/6-2/25

**Times:** 9:00 am-5:00 pm weekdays

**Place:** The Architects Building Gallery

**RSVP:** not required

**Cost:** free

### 2/18

**Event:** Third Annual BSA/Brandeis Architects' Seminar – this annual day-long program provides architects with an unusual opportunity to explore personal and professional career issues (see p. 6)

**Date:** 2/18

**Time:** 8:00 am - 4:00 pm

**Place:** Brandeis University, Waltham

**RSVP:** 617-951-1433x221 by 1/18

**Cost:** \$250.00/\$195.00 for BSA members

### 1/26 & 2/23

**Event:** Two BSA Lectures – the first in January on "The Electric Vehicle & Community Design" with Steven Cecil AIA (see also 1/6-2/25 exhibit described on this page) and the second on "Growth Management in Massachusetts" with Helen Bush Sittler AIA (see p. 1)

**Dates:** 1/26 (Electric Vehicles)  
2/23 (Growth Management)

**Times:** 5:30 pm reception  
6:00 pm lecture

**Place:** BAC, 320 Newbury St., Boston

**RSVP:** not required

**Cost:** free to members; non-members pay \$3.00 or may join the BSA at the door

### 1/27 & 2/24

**Event:** "Conversations" – this popular dinner & discussion series for architects talking architecture focuses on the work-in-progress of Maine's Carol Wilson AIA in January and New York's Toshiko Mori in February (see p. 3 & see insert)

**Date:** 1/27 (Wilson)  
2/24 (Mori)

**Times:** 6:00 pm

**Place:** The Architects Building Salon

**RSVP:** 617-951-1433x221

**Cost:** prices vary; call the number directly above for details (includes delightful dinner)

### 1/6 & 3/3

**Event:** "Small Firms Design Salon" – the bimonthly informal discussion of design for small-firm principals/representatives; open to all

**Dates:** 1/6 & 3/3

**Time:** 6:00 pm

**Place:** The Architects Building

**RSVP:** 617-951-1433x221 by 1/5 for January and 3/1 for March

**Cost:** voluntary donation at the door for beer and pizza

### 2/17

**Event:** BSA President's Reception – this year the BSA honors landscape architect Carol Johnson FASLA in a special reception open to all BSA and BSLA members and friends (see p. 3)

**Date:** 2/17

**Time:** 6:00 pm

**Place:** The Architects Building

**RSVP:** 617-951-1433x221

**Cost:** \$10.00 donation to support BSA public education programs

### 1/19 & 2/16

**Events:** "Points of View" – this monthly series of informal sessions with New England movers-&-shakers hosts Boston's preservation leaders in January and the BRA Director (or the Mayor?) in February (see p. 3)

## Points of View

**Sponsor:** Beacon Construction Company

**Dates:** 1/19 (preservation leaders)  
2/16 (BRA Director or Mayor)

**Time:** 6:00 pm for both

**Place:** The Architects Building

**RSVP:** 617-951-1433x221 by 1/18 for January & by 2/15 for February

**Cost:** \$10.00 (BSA members)

### 1/18 & 2/15

**Event:** "Pin-Ups" – monthly series of informal beer-&-pizza design discussions for sole practitioners

**Date:** 1/18 & 2/15

**Time:** 6:00 pm

**Place:** The Architects Building

**RSVP:** 617-951-1433x221 by 1/17 for January & by 2/14 for February

**Cost:** \$10.00; \$15.00 for non-members

RSVP today... call 617-951-1433x221 to RSVP for any event on this page  
... or use the BSA Events Registration form inserted in this issue.  
See p. 24 for a full schedule of BSA committee meetings open to all readers.



## Carol Johnson to be honored by BSA



BSA members and friends all over New England are invited to join BSA President Edward Tsoi AIA and the BSA Board of Directors in honoring landscape architect Carol Johnson (above) at a special BSA President's Reception on February 17.

Annually the BSA honors a colleague outside the architectural profession for extraordinary contributions to our profession and to the community. The reception on February 17 honoring Carol Johnson includes anecdotes and other entertaining reflections on Johnson's career by architects, landscape architects, and other allies in the industry.

For reservations (it's 6:00 pm in The Architects Building), call 617-951-1433x221.

## Engineers gather in Boston

Spotlighting the unprecedented role the engineering profession is playing in the transformation of Boston's landscape, our allies in the engineering profession host 1994 Engineers Week beginning February 3 at the Boston Park Plaza Hotel & Towers. This annual two-day event this year focuses on the dramatic changes under way in Boston and includes seminars on the MWRA's Deer Island Project, the Central Artery Tunnel Project, the Logan Airport Modernization Program and other design marvels. For more information on Engineers Week, call 617-863-8300 (Christine Olthoff).

## The BRA, the Mayor, and the preservationists all have a point of view

The BSA/Beacon Construction Company "Points of View" program brings the new BRA Director (or new Mayor Tom Menino) and Boston's preservation leaders to the BSA in January and February to talk informally with BSA members about economic development, urban design, and the preservation of Boston. On January 19 we host Ellen Lipsey (Boston Landmarks Commission), Marcia Molay (Historic Massachusetts Inc.), Toni Pollak (Boston Preservation Alliance), and Stanley Smith (Historic Boston). On February 16, either the new BRA Director (if there is one) or Mayor Tom Menino is the guest in "Points of View." For more details, see p. 2.

## Forbes, Leers, and Silver spark "Conversations"

"What I sensed we lacked," said former BSA President Peter Forbes FAIA in 1989 when speaking about BSA programs, "was a *design moment*, an opportunity to explore each other's new work, offer suggestions, exchange design ideas, talk architecture. . . and do it all in a civilized, nourishing setting."

The result was "Conversations," the program Forbes inaugurated and has administered annually; it is the series of BSA dinner discussions of design for architects. Forbes is joined this year as co-host by Andrea Leers FAIA and Robert Silver AIA. In the past four years we have hosted presentations by over 40 New England and New York architects.



The 1994 schedule of presentations begins on January 27 with Portland architect Carol Wilson AIA (left) and continues on February 24 with New York architect Toshiko Mori. In March it's Canada's Peter Rose, in April it is TAMS' Chris Iwerks,

and the season concludes in May with 1993 BSA President Elizabeth Ericson AIA of Shepley Bulfinch Richardson and Abbott.

To subscribe to one or more "Conversations" or to the entire five-part series, use the insert in this issue or call the BSA at 617-951-1433x221.

## Calls for entries: housing, interiors, healthcare, and unbuilt work

Four 1994 BSA design awards programs begin this month with the publication of four calls for entry.

- The second annual New England **Healthcare Facilities Design Awards** program is under way. The deadline is February 23 for this program, which welcomes submission of all types of healthcare/medical facilities. The program, co-sponsored by the New England Healthcare Assembly, is open to all New England architects and their projects throughout the world and also to architects anywhere in the world who are submitting projects in New England.

- The biannual **Housing Design Awards** Program invites submissions of all single-family and multi-family housing types. The program is open to all Massachusetts architects and their projects throughout the world and also to architects anywhere in the world who are submitting projects in Massachusetts.

- The biannual **Interior Architecture Design Awards** Program invites entries of interiors of all building types. The program is open to all Massachusetts architects and their projects throughout the world and also to architects anywhere in the world who are submitting projects in Massachusetts.

- The third annual **Unbuilt Architecture Awards** Program is also under way and includes both "real" and "theoretical" unbuilt projects. Everyone is eligible.

The calls for entries for the healthcare, housing, and interiors programs will be mailed to all BSA members by February 1. For additional copies, call the BSA at 617-951-1433x221. The call for entries for unbuilt architecture will be mailed in the Spring.

A complete 1994 schedule of design awards programs sponsored by the BSA, AIA New England, and the national AIA is inserted in this issue of the ChapterLetter. For additional copies, call 617-951-1433x221.



# 1993 BSA Honor Awards for Excellence in Architectural Design

The images on this page represent the eight projects honored this past year in the BSA's Annual Honor Awards Program. The work was on display at Build Boston and is currently on display in The Architects Building. The jurors were Frances Halsband FAIA (R.M. Kliment & Frances Halsband, New York City), Thom Mayne FAIA (Morphosis,

Santa Monica), and Mark Simon FAIA (Centerbrook Architects, Essex CT). Copies of the jurors' comments on the projects honored are available from the BSA; send your request along with an SASE (29¢) to Honor Awards Jury Comments, BSA, 52 Broad St., Boston 02109.



*River House (Alva FL)* for Robert Sanford & Toni Ferrell. . . by **Brian Healy Architects**, Cambridge with **Charles B. Crowley III Architect**

*A Small Lodge (Saint Helena CA)* for James Healy, Jr. & Hsueh-Ming Wang . . . by **Brian Healy Architects**, Cambridge



photo: Bruce T. Martin

*The Interim Bridges Project Prototype (Boston)* for The Public. . . by **Kennedy Violich Architects**, Boston

*Minneapolis Pathways for Minneapolis Pathways/ A Health Crisis Resource Center. . . by Anmahian Winton Architects*, Boston



photo: George Heinrich

*Becton Dickinson Building 2 (Franklin Lakes NJ)* for Becton Dickinson Corp. . . by **Kallmann McKinnell & Wood Architects**, Boston



photo: Steve Rosenthal

*Tai Pan Restaurant & Lounge (in Cambridge)* for Tai Pan Group Inc. . . . by **Lawrence Man Architect**, Cambridge . . . *Special Award for Interior Architecture*



photo: Lucy Chen



*Plan for the Future of Boston Harbor Beaches* for the Joint Commission on the Future of Boston Harbor Beaches. . . by **Lane, Frenchman and Associates**, Boston . . . *Special Award for Programming & Planning*



*BCA Space/The Gateway Project (Boston)* for the Boston Center for the Arts. . . by **Sandro Marpillero & Linda Pollak Architects**, New York City & Boston. . . *Special Award for Urban Design*

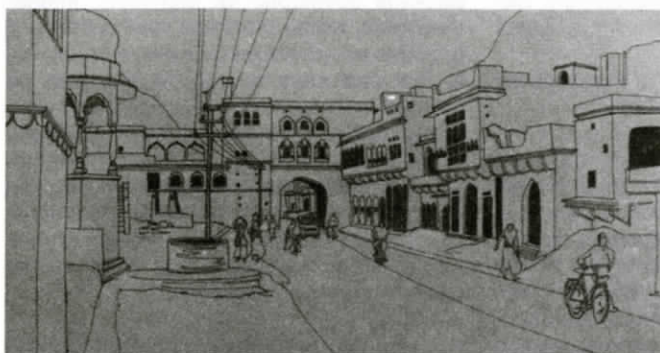


## Students and interns honored in BSA exhibit

Pictured here are the five award-winning projects exhibited in the BSA's first Student/Intern Juried Exhibit. Selected from among 29 entries representing students and interns at eight architecture schools, these winning projects and their designers were recog-

nized at a BSA exhibit reception in September. Jury member and BSA President Ed Tsoi AIA and 1993 BSA President Elizabeth Ericson AIA presented the awards certificates and signed copies of the AIA Guide to Boston for the winners. This exhibit program

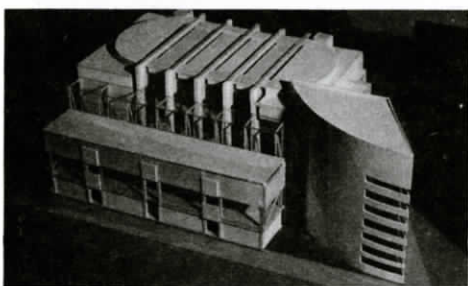
was launched by the BSA's Membership Committee and Young Architects Committee to enhance interaction among students, interns, and the profession at large. Watch for notices of the Second Annual Exhibit this year.



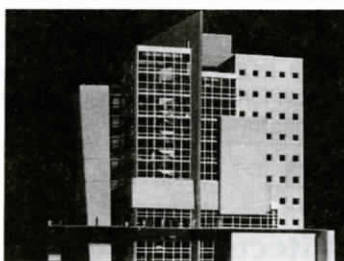
"Conservation and Redevelopment of Ghat Ki Guni, Jaipur India" by **Vivek Agrawal** (Cambridge, MIT 1993)



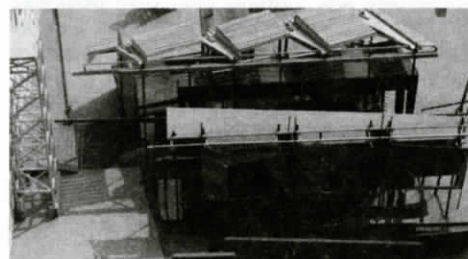
"Phoenix House, Wellesley" by **Sherif Wagdy Anise** (Wellesley, Syracuse University 1990)



"Kenmore Square Fitness Club, Boston" by **Steven E. Cunningham** (Revere, BAC 1993)



"Boston Institute of Modern Art, Copley Square, Boston" by **Martin Thomas Smith** (Brookline, BAC 1992)



"Children's Museum Addition, Boston" by **Honor Merceret** (Cambridge, MIT 1993)

## Architects and their chefs invite you to dinner

If you have designed a restaurant in the Boston area and would like to show it off to prospective clients, interested citizens, the competition, or anyone else, the BSA has an excellent opportunity for you.

Beginning in March, the BSA, Shawmut Design & Construction, and *Design Times* magazine resuscitate the 1980s "Dinner with the Designer" program, a popular monthly BSA event that brought architects and their clients together in the clients' restaurants to discuss the design of the restaurants over dinner with 15 or 20 interested guests.

If you are an AIA member in Massachusetts and have designed a restaurant in the Boston area, call Alexandra Lee at the BSA (617-951-1433x225) and we will get you on the tour.

## Healthcare design publications available from BSA

"Guidelines for Construction and Equipment of Hospital and Medical Facilities" is the well-known AIA bible for state and federal medical facility regulations. This 150-page publication issued by AIA Press is now available from the BSA.

In addition, the BSA's own Healthcare Facilities Committee has published an excellent report on "Long-Term Care Cost Analysis: Recommendations for Simplification and Standardization." This 10-page report is supplemented by 33 pages of data, statistics, and survey information.

Both publications may be ordered by using the Special Publications order form inserted in this issue of the ChapterLetter. "Guidelines for Construction..." is special publica-

tion #118; "Long-Term Care..." is item #62. For additional copies of the order form, or information, call 617-951-1433x221.

### "Conversations"

Inserted in this issue of the ChapterLetter is the 1994 schedule for "Conversations," the dinner & design discussion series for architects and interns. For additional copies of the schedule and for reservation, call 617-951-1433x221.



## Starting and managing small firms is the focus of new guide

Making projects (selling, closing, pricing, client development, communications skills), making clients (negotiation, contracting, doing small projects, improving design quality), managing projects (managing changes, claims, collecting fees, management styles, performance evaluation), managing staff (brainstorming, time management, firm organization, types of firms), managing the firm (financial management, monitoring performance, projecting trends, what small firms say), and managing the future (growth vs. no-growth strategic planning) are the six sections of a terrific AIA publication titled "Current Practices in Small Firm Management: An Architect's Notebook."

Researched and edited by the national AIA resident fellow, James R. Franklin FAIA, this is a 200-page, 3-ring "how-to-start-your-own-firm kit" packed with practical information for designers just starting their own business and for architects trying to manage a small firm successfully. It's written by architects for architects and is highly readable and extremely useful. Franklin is well-known among sole practitioners in Massachusetts for the extraordinary two-day workshop on small-firm management he ran for the BSA two years ago in Boston.

Copies of this publication are now available from the BSA. To order, use the Special Publications order form inserted in this issue of the ChapterLetter (it is item #123) or call 617-951-1433x221 for an order form.

### "Guide to Consultants & Contractors" deadline is February 1

The listing deadline for the Spring 1994 edition of the BSA's popular "Guide to Consultants & Contractors" is February 1. If you are a consultant or contractor interested in marketing your services to architects, call the BSA today for listing guidelines: 617-951-1433x221.

## AIA has new documents for small projects

The AIA has introduced a new family of contract documents designed specifically to address the needs of the home-renovation and remodeling markets:

- A105, Standard Form of Agreement Between Owner and Contractor for a Small Project
- B155, Standard Form of Agreement Between Owner and Architect for a Small Project
- A205, General Conditions of the Contract for Construction of a Small Project

While not considered substitutes for the more detailed AIA Documents, this small-project family of documents addresses concerns raised by architects and contractors regarding owners who may be intimidated by the typical 40-page contract set. Written in plain language, the new easy-to-understand documents provide substantially more protection than does the typical letter of agreement while setting forth the most basic tenets of the understanding between the parties.

All AIA Documents are available from the BSA. Call 617-951-1433x221 for an AIA Documents Order form or fax your request for an order form to 617-951-0845.

## Architects' intellects, emotions, and dreams explored in February

For the third consecutive year, the BSA and Brandeis University's Humanities and the Professions program offer architects in New England a nationally unique opportunity to explore the design profession and the obstacles and opportunities inherent in it.

Each year, this program uses a few short literary classics to illuminate the intellectual and emotional range of architects' personal and professional lives. In the words of one of last year's participants: "It made me read again, it made me think again about why I am an architect, it helped me look at the crises in my personal life and in my practice in a wholly new and revealing way."

The program is limited to 20. For more details, call Richard Fitzgerald at the BSA (617-951-1433x232). **The registration deadline is January 18.**

## Architriton users group is forming

The BSA has several computer software users groups and now adds a new one... the New England Architriton Users Group, which holds its first meeting in Boston on January 24.

Architriton is an integrated architectural CADD package developed for architects, interior designers, urban planners, and builders. It provides an advanced 3-D environment that is fast and easy to use. Models can be created and modified in plain view and visualized from any perspective angle. The built-in heliodon facilitates accurate shadow studies. A complete architectural drafting module executes production drawings. Sections, plans, and elevations are automatically extracted from the model and used as the bases for working drawings.

Architriton is enjoying ever-increasing use in the Boston area and worldwide. Many of our Power users have been teaching Architriton at the BAC since 1989 and many students have developed their theses in architecture using Architriton.

This new BSA users group will focus on the powerful new features of Architriton 5.7 including photorealistic rendering and animation using QuickTime. Architriton works on Macintosh or DOS hardware. For more information on the BSA Architriton Users Group and on the January 24 meeting, call me at 617-424-6821 or write to me on America Online BAGHBOSTON.

*Gregory Zarzi*

## The sexual harassment and family leave laws: are you in compliance?

The Family and Medical Leave Act (FMLA) of 1993 became effective last August. Design firms with 50 or more employees are affected. For a summary of requirements under the law, write to "Family Act", IOMA, 5th fl., 29 W. 35th St., NY NY 10001.

The Design Firm Management & Administrative Report also recommends the "Sexual Harassment Manual for Managers and Supervisors" available from the Commerce Clearing House at 800-248-3248.



## Public agency data sheets available at BSA

Arguably the most extraordinary workshop at Build Boston in November was the first-of-its-kind, four-hour roundtable discussion among 20 city, state, and federal building agency officials. Called "Public work, public agencies, architects, engineers, and the next decade," this exceptionally useful session was moderated by ACEC President David Weiner, BSA President Edward Tsoi AIA, and AIA Massachusetts Legislative Affairs Committee chair and BSA Board Member Michael Hicks AIA.

In preparation for the session, Hicks asked each agency official to prepare a one-page data sheet identifying his or her agency by name, the agency's mission, the agency's anticipated building programs for the next four years, the agency's designer-selection process, the agency's services contract type, and the principal contact person in each agency for architects and engineers.

This 16-page set of data sheets is now available from the BSA and includes information on the Boston Housing Authority, the BRA, the Massachusetts Designer Selection Board (DSB), the Massachusetts Division of Capital Planning and Operations (DCPO), the Massachusetts Executive Office of Communities and Development (EOCD), the U.S. General Services Administrations, the Massachusetts Bay Transportation Authority (MBTA), the Massachusetts Highway Department, the Massachusetts Housing Finance Agency (MHFA), the Massachusetts Industrial Finance Agency (MIFA), the Massachusetts Port Authority (Massport), the Massachusetts Water Resources Authority (MWRA), the Boston Public Facilities Department (PFD), and the U.S. Department of Housing and Urban Development (HUD).

AIA and ACEC members in Massachusetts can receive a free copy of this set of data sheets by sending your name and address with your request and your 75¢ SASE to Public Agency Data Sheets, BSA, 52 Broad St., Boston 02109; non-members must enclose a \$10.00 handling fee payable to the BSA along with your SASE.

*Penny Mitchell  
Members Services*

## "CADD & the Small Firm" is revised

The BSA's perennially popular publication – "CADD and the Small Firm" – is now substantially revised and updated for the new 1994 edition. Authored by computer design experts Evan H. Shu AIA, Geoffrey Moore Langdon, and Ruth Neeman, this invaluable resource guide has been expanded to include CADD office scenarios with recommended hardware and software set-ups for various office types, an annual ratings guide of architectural CADD software, an updated CADD resources section, and dozens of new terms added to its "CADD Lingo" section. Your sure to find among its 26 succinct and easy-to-read chapters the information you need to implement any aspect of your computer-assisted design practice.

To order a copy of this revised 6th edition, use the Special Publications order form inserted in this issue of the ChapterLetter (it is Special Publication #41) or call the BSA (617-951-1433x221) for an order form.

## How are you affected by the copyright law?

In the March 1993 issue of *Architectural Record*, Boston construction law attorney Carl Sapers writes with some concern about the new copyright law in an article titled "Mixed Blessing: The Architectural Works Copyrights Protection Act Is Not All It Seems."

In a recent issue of the BSA ChapterLetter, an interesting range of copyright issues also was raised by Boston construction law attorney Timothy Twomey AIA, who is also an architect. Twomey wrote specifically about the copyright issues raised when employers, employees, free-lancers, and independent contractors all may have copyright ownership claims.

Both the Sapers and the Twomey articles are available as reprints in a collection of copyright reports available through the BSA. This 22-page collection of articles is titled "Copyrights and Architects" and may be ordered with the Special Publications order form inserted in this issue of the ChapterLetter; it is item #90. For additional copies of the order form, call the BSA at 617-951-1433x221.

## AutoCAD users create tablet menu system

The BSA's AutoCAD Users Group is now making available an AutoCAD Tablet Menu System customized from the familiar AutoDesk-supplied tablet menu to make AutoCAD more useful for architects. Designed by architect William Lamb, this new tablet menu system includes 60 typical architectural symbols for insertion and over 75 custom utilities for drawing and editing and for control of text layers.

Intended primarily for users already familiar with AutoCAD, this new system can also be helpful to beginners because it includes many commands and settings not included in the AutoDesk-supplied template or screen menus. The new system is enhanced by many suggestions and additional programs from several BSA AutoCAD User Group members and the tablet menu system also owes much to routines available in the public domain through CADALYST and CADENCE magazines.

This system was developed and tested for use with AutoCAD release 11 with extended AutoLISP running on a 386 or a 486 machine under DOS. Most routines should work with other releases of AutoCAD. Designed for access through a digitizer and tablet overlay, the AutoLISP routines also can be loaded and used independently and may be accessed through the keyboard. The experienced programmer can include selected routines in pull-down, screen, or icon menus.

The system package available from the BSA includes a tablet menu drawing, installation instructions, and a 5 1/4" diskette containing all the required drawing and program files and a description of each tablet function. To order the package, use the Special Publication order form inserted in this issue of the ChapterLetter (it is item #121) or call the BSA at 617-951-1433x221 and ask for an order form. This system sells for \$30.00 (\$25.00 for BSA members).

For more information on the AutoCAD Users Group, call Group Chairman James Blauch AIA at 617-969-6474.



## Taste it . . . you'll like it !

*You get what you give, as the saying goes . . . and it is especially true that our investment of intellectual energy in the activities of the profession inevitably make us better architects and sweeter people. This regular ChapterLetter column offers snapshots of BSA committee and task forces for readers, members and non-members seeking tips on committee activity, needs, and opportunities for involvement that will make your investment in membership truly valuable.*

**Small Firms Committee** – This group of principals and other small-firm architects meets in two different settings: monthly for lunch to share information on practice issues and bimonthly in the evening to crit our works-in-progress. Call John Freeman AIA (617-864-2041), Carmelo Garufo AIA (617-723-2427), or Blake Allison AIA (617-492-8050).

**Sole Practitioners Committee** – This group of a few dozen sole practitioners all over Massachusetts gathers for lunch on the second Friday of each month to share information among themselves and with guest speakers on client-acquisition, financial management, project delivery, and every other issue of importance to sole practitioners. Call Paul Minor AIA (508-369-4934) or Russ Tremaine AIA (617-698-0188).

**Housing Committee** – This is a dynamic and thoughtful group of designers, developers, public officials, and others interested in public-sector and private-sector housing. We deal with everything from federal housing policy to local codes to design constraints to ADA to design awards program and on and on. This is the center of housing action in Massachusetts and you are urged to join us. Call Bill Hammer AIA (617-776-6545).

**Urban Design Committee** – This activist group of urban designers, planners, architects and laypeople, which meets at 7:45 am on the third Tuesday of every month, monitors every major development in Boston, works with developers and public agencies through the Committee's focus teams, and hosts public- and private-sector urban design leaders at its regular meetings. Call Pete Smith AIA (617-342-1081) or Norris Strawbridge AIA (617-926-3300).

**Regional Design Committee** – There is more to Massachusetts than Boston and this committee focuses on all of it. The goal is to develop better regional planning and to better integrate the efforts of architects, planners, public officials, municipalities, and everyone else who has a hand in designing

and planning our region. Call Robert Sturgis FAIA (617-647-7833).

**Computer Users Groups** – There are four BSA computer users groups and all are open to every reader. Call the one that interests you whether you are a beginner or a wizard: DataCAD (Evan Shu AIA, 617-367-9622, or Rick Gleason AIA, 617-267-6980); AutoCAD (James Blauch AIA, 617-969-6474); Macintosh (Randy Yerzyk AIA, 617-423-1800); or Architron (Gregory Zorzi, 617-424-6821).

**Practice Committee** – Architects' salaries and fringe benefits, liability insurance issues, tax issues, AIA Documents, and the full range of practice issues are the bailiwick of this group that meets every month to share information and solve the problems we deal with every day. Join us. Call Charles Cimino AIA (617-275-0959) or Charles Worcester AIA (617-277-1419).

**Young Architects Committee** – Free visits to leading Boston and Cambridge architecture firms, portfolio reviews, exhibits of young architects' work at the BSA, and other events organized by young architects for young architects make being a young architect much easier; all young architects reading this, members and non-members, are encouraged to join us. Call Gary Brock (617-423-2236) or Michael Doiron (617-523-7656).

**Legislative Affairs Committee** – This is the fastest-growing group of architects and allied professionals focusing not only on the ever-present sales tax problems but on public agency contract issues, turf issues, certification issues, zoning law issues, designer-selection, and numerous other legislative issues that have direct, daily impacts on our practices. This committee needs assistance; please join us as we attempt to preserve and expand the practice of architecture in Massachusetts. Call Michael Hicks AIA (617-267-6408).

For more information on these and dozens of other BSA action groups, call 617-951-1433x221 and ask for the annotated committee list. All BSA committee and task force chairs are invited to contribute to this column regularly and to ensure that committee meeting notes are sent to the BSA Electronic Bulletin Board (BBS). For details on the BBS, call Geoff Langdon (617-442-9010x360).

Edward T.M. Tsoi AIA  
President

## Electronic Documents save time, space, and money

Reflecting the increasing use of electronic systems, architects and contractors now have the option of editing and producing AIA Documents in their offices on personal computer systems. AIA Electronic Documents Service (AIAEDS), now available through the BSA, gives licensed users a virtually unlimited supply of more than 75 AIA Documents on disks. By inserting the disks into an IBM-compatible personal computer, you can produce AIA Documents for assembling project manuals, negotiating terms, executing final construction documents, and administering projects. All changes are clearly indicated to distinguish between the original text and additions or deletions to the AIA Document.

AIAEDS licenses are valid for one year after the date of installation; the cost for the year's license is \$325 for AIA members and \$425 for non-members. As AIA Documents are amended, licensed users receive the latest versions of the diskette. Licenses are renewable annually, allowing uninterrupted use of AIAEDS.

Since AIAEDS is contained on diskettes, the storage requirements are reduced drastically. Similarly, AIAEDS cuts the administrative time and costs necessary to alter and reproduce edited documents or addenda.

In addition to the inventory of AIA Documents, licensed users receive a detailed users manual, reference manual, glossary of construction terms, and an overview and synopsis of the documents. AIAEDS requires an IBM-compatible 386/SX or faster personal computer, Microsoft Windows 3.1, Lotus 123 version 2.3 (or Excel 4.0), and a compatible laser jet printer. A version for Macintosh systems is being developed.

For a full list of AIA Documents currently in this electronic format and for additional details about AIAEDS, call me at the BSA, 617-951-1433x222. The BSA continues to sell printed (hard-copy) AIA Documents.

Elizabeth Simmons  
AIA Documents Manager

**AIA Documents**  
**617-951-1433x221**



## Court rules for architect in fee-collection case

Occasionally, a city or town will try to avoid its legal obligation to pay an architect for work performed under a written contract by citing some defect in the designer selection process that led the architect to be chosen in the first place. A recent Massachusetts trial court decision has come down firmly against such shenanigans by the client, at least in cases in which the defects at issue are not substantial.

In *City of Salem v. Maguire Group* in Essex Superior Court, the Maguire Group sought judicial confirmation of an arbitration award requiring the City of Salem to pay fees of over \$100,000 (including interest) for architectural services related to the construction of a new police station. Maguire and 23 competing design teams had submitted proposals to Salem in 1986 in response to an RFP. The firms were notified that they would be evaluated by a designer-selection committee on the basis of four listed criteria and that at least three finalists would be chosen and ranked. Maguire was selected and ranked first. The Salem City Council approved an appropriation to pay for architectural services and Maguire and the City entered into a written contract that was executed by the Mayor, the city planner, and the city auditor, among others. Maguire proceeded to provide services. Salem subsequently decided to build a less costly police station and scrapped Maguire's architectural plans.

Salem did not dispute the value of the services that Maguire provided or the amount of fees remaining unpaid when the project was suspended. However, it evidently occurred to someone in the City that certain failures on the part of the City to comply with applicable designer-selection law (Massachusetts General Laws, Chapter 7, Section 38K) might render the contract void and allow the City to avoid payment of its obligations. Although possibly inequitable, the argument was far from implausible, and the City managed to obtain an informal letter of opinion from the state Office of the Inspector General opining that Salem had failed to comply with the requirements of Section 38K and the City Charter and, therefore, the contract was void.

Neither the arbitrator nor the court was moved by Salem's position. In its opinion, the court conceded that in many cases in which municipalities fail to comply with the requirements of the public bidding laws, resulting contracts will be invalid and unenforceable even if work required under them has already been performed. On the other hand, the court noted that Section 38K of the designer-selection law does not specifically declare a contract that does not comply with such law

to be void. It merely mandates that such a contract shall be awarded only after a selection procedure complying with the purposes and intent of the statutory procedures.

The court reviewed with care the report of the Ward Commission, which led to the drafting of the designer-selection laws, noting the Commission's observation that both the limitations on municipal financial and human resources, as well as traditions of local autonomy, would make it impractical to impose upon cities and towns the full-blown designer-selection procedures to be followed at the state level. Accordingly, the statute as enacted sets forth five minimum standards for local designer-selection programs and further requires only that municipalities comply with "the purposes and intent" of the designer-selection laws as a whole, rather than complying strictly with all their literal provisions.

The five minimum standards include, in summary:

- public advertising for applications, to include certain prescribed information;
- establishing uniform requirements for information to be submitted and uniform evaluation procedures for all applicants, leading to a group of at least three finalists;
- providing a written, public explanation of the reasons for selection;
- stating fees in the contract as a total dollar amount (rather than a percentage, for example); and,
- clarifying that the above procedures do not require the establishment of a board or reduce the requirements of other applicable law.

In the Salem case there was no dispute that Maguire was ranked first and was selected following not only a publicly advertised RFP but also interviews and fee negotiations with Salem's designer-selection committee. Furthermore, the Maguire contract was executed with all the appropriate legal formalities, such as execution by the Mayor and certification as to adequate appropriation. Under the circumstances, the court found no disregard of the purposes and the intent of the designer-selection laws that was sufficient to void the contract. Although the court speculated that Salem might have sought rescission or voiding of the contract initially, before it accepted Maguire's performance and made partial payment, the court did not find Salem's departure from strict compliance with the designer-selection laws so egregious as to support Salem's effort to avoid its payment obligation for services that have been contracted for and acceptably performed.

This opinion is a good example of the occasional judicial pronouncement that not only appeals to a layperson's (especially an architect's) sense of fairness but also stakes out good policy ground by identifying an area even within the public procurement realm within which it makes sense that substance rather than form should prevail. The court's opinion is supported by a clear understanding of the purposes and content of the Ward Commission report. Because this opinion has been issued by a trial court, rather than an appeals court of the State Supreme Judicial Court, it does not constitute binding precedent under Massachusetts law but it will certainly provide a useful tool for architects who find themselves in a situation such as that faced by the Maguire Group. It also should be noted that the court was not particularly impressed by the Inspector General's support of the City of Salem. What this means pragmatically for architects is that even when a city or town waves an Inspector General's opinion at you, it still makes sense to consult your own counsel to find out precisely how concerned you should be.

*Penny Pittman Cobey, Esq.  
Hill & Barlow, Attorneys, Boston*

## Architect's Prayer

Can anybody tell me what I am?  
I feel disjointed, drifting in a dream,  
a mawkish masquerade; it's all a sham.  
My purposes are not the way they seem.  
The pop tectonics pompously enshrined  
are shallow simulacra made of plaster.  
Concocted canons haughtily consigned  
are weak and worthless in this worst disaster.  
So take my soul, oh God, if You are there;  
relieve me of these liabilities;  
allow me to negotiate what's fair  
and grant me hope to reconcile my fees.  
Forgive my pride and all the squandered past,  
then tell me what I really am at last.

*Frank Tedesco AIA  
Winchester*

*Ed. note: This sonnet is from Tedesco's collection, "Dead Architect," for copies of the 30-page anthology write Shadow Publications, 6 Mt. Vernon St. #200, Winchester MA 01890; cost is \$15.00. Tedesco notes that "the process of writing in the restrictive sonnet form is amazingly similar to the process of architectural design. . . without the committee."*



## Does your firm want residential work?

If you are interested in residential or small-scale commercial work and you are an AIA member in Massachusetts, there are two steps you should take today:

- First, complete and return the residential and small-scale commercial work survey form inserted in this issue of the ChapterLetter; only those AIA members in Massachusetts who return this completed survey will be on the referral list provided by the BSA office to thousands of inquirers each year.

- Second, plan to promote your design services at Boston's two Winter home shows.

Thanks to the ingenuity of the BSA's Sole Practitioners Committee, AIA members in Massachusetts are able to participate in the two major Winter home shows (as well as the Fall interior design show) in Boston. Our involvement in these shows includes a BSA booth displaying projects designed by members, a complimentary design clinic and plan-review service for homeowners and other visitors to the BSA booth at each show, and the opportunity to promote your own wisdom and work by leading brief seminars on residential construction, design, and related architectural topics.

Our first adventure this year is the North American Expositions Home Show, February 5-13, at the Bayside Exposition Center. The BSA contingent – typically about two dozen of us – then moves to the Reed Exposition Home Show at the World Trade Center, February 26-March 6.

We get work from these home shows; we have been doing them for several years and we urge our colleagues who are AIA members to join us. There is no cost to members except a nominal entry fee (\$35.00 for each exhibit board) to help cover our exhibit costs. The BSA foots the bill for the exhibit space.

If you are interested in having your work displayed (whether or not you participate in person), you may prepare and submit as many exhibit boards as you wish (one board per project) accompanied by the \$35.00 entry fee for each board. We will use the boards at both shows at no additional cost. All exhibit boards must be 17-1/2" x 23 1/2" in a vertical format. Your name and the title of the project must be located in a two-inch strip at the bottom of the board. Photos or drawings must be dry-mounted and the minimum photo size is 4"x6". All boards must be dry-mounted on 3/16" gator board. NO EXCEPTIONS!

If you are interested in leading one of the public seminars or working at the BSA booth

and design clinic, I urge you to join us at our Sole Practitioners Committee lunch meeting, which occurs at noon on the second Friday of every month, or call me at 617-245-6530 or our chairman, Paul Minor AIA, at 508-369-8448. We also will provide exhibit board delivery details and deadlines.

*Joseph Luna AIA, Chair  
Home Show Marketing Committee*

## AIA Directory deadline is February 1

Every AIA member-firm in Massachusetts will soon be mailed the survey form for inclusion in the 4th edition of *The Directory of AIA Firms in Massachusetts*. This new edition will be published in the Fall.

The deadline for submission of information for this directory is February 1, 1994. If you have not received the survey form by January 15, 1994, call the BSA for an additional copy (617-951-1433x221).

Members and other industry professionals interested in placing paid advertisements in the Directory may do so by calling Lisa Vendola, our advertising sales wizard, at 800-662-1235x301 (in Boston, call 951-1433x301).

All AIA members in Massachusetts, advertisers, public officials, developers, trade editors and reporters, and prospective clients receive complimentary copies of each edition of the Directory. (Copies of the 1993 Directory may still be purchased by calling 617-951-1433x221.)

**Reminder: the deadline for receipt of completed AIA Member survey forms is February 1.**

## Federal design work is available: \$5 billion

A/E Business Review, the national management and marketing newsletter for our industry, has published its 1994 edition of "Federal Design Outlook," a guide to \$5 billion in new federal building projects including aircraft parts warehouses, roads, operations training facilities, day-care centers, base housing, libraries, industrial waste treatment complexes, and on and on.

This revised edition lists projects of the General Services Administration, Veterans Affairs, the Bureau of Prisons, the Department of Defence, the Army, the Air Force, and the Coast Guard. The total value of projects in New England alone is \$226 million. The publication includes marketing tips and contact names/addresses/telephone numbers. To order a copy, use the Special Publications order form inserted in this issue of the ChapterLetter (it is item #86) or call 617-951-1433x221 for an order form.

## Will you promote architects, architecture, and your own business?

The BSA Speakers Bureau, inaugurated many years ago by Roger Goldstein AIA, is now being administered by BSA YouthVisions Committee co-chair Cammie Henderson AIA. If you are interested in speaking before school groups, rotary clubs, other associations, or anybody else, fill out the Speakers Bureau form inserted in this issue of the ChapterLetter and return it to us. For additional copies of the form, call the BSA at 617-951-1433x221. Take this opportunity to talk with others outside the profession about the practice of architecture, building technology, architectural history, and other professional issues that may be of interest to you. . . it can only help as we increase public awareness of design in a very direct way.

## 1994 Design Awards schedule is available

Inserted in this issue of the ChapterLetter is the BSA's annual listing of 1994 BSA, AIA, and New England design awards programs. For additional copies of this listing, call 617-951-1433x221.



## Foundation grants support investments in the public domain: \$31,000

The Massachusetts design and construction industry – through the Boston Foundation for Architecture – has made 9 grants totalling \$31,000 to help underwrite the costs of public programs that represent significant investments in public awareness of design.

The 9 grant-recipients were among 43 organizations and individuals who responded to the Foundation's RFP last Spring. "Over the next decade," the RFP stated, "there will be a need to reinvest in public improvements – in infrastructure such as roadways and bridges, to be sure, but also in public buildings, schools, parks, stadiums, recreation facilities, railway and transit terminals, airports, water transportation facilities, pedestrian walkways, and the other essentials of everyday life in towns and cities. The Boston Foundation for Architecture wishes to encourage a greater public awareness of the value of well-designed public places."

"The responses we received to this RFP," said Foundation chair Andrea Leers FAIA, "were extraordinarily thoughtful and all merited serious consideration." The grant-recipients are listed here along with the names and telephone numbers of the appropriate people to call for more details.

**UrbanArts** – \$4,000 to support "Youth Works/Art Works," an arts education, community development, and employment training program targeting economically disadvantaged at-risk teens in Boston's Roxbury, Dorchester, and Mattapan neighborhoods; the program focuses on how to enhance urban public spaces. (Pamela Worden, 617-864-2880)

**Rolling Bridge Initiative** – \$2,000 to help develop an historical retrospective of Boston's Fort Point Channel and, in particular, of its moveable bridge-way and the Old Colony Railroad Bridge and their significance for residents and merchants in the Financial District, the wharf area, and the South Cove. (Michael Tyrrell, 617-742-0439)

**Preservation Worcester** – \$4,000 to support an effort to develop and institutionalize a model for citizen participation in urban design and development, including the development of design guidelines relevant to specific development projects. (Jeanne Van Orman, 508-754-8760)

**Needham Design Committee** – \$2,500 to support a workshop series designed to raise environmental awareness and to engage residents in creating a physical identity that

reflects the community's social identity; the project includes a slide show illustrating the impact of design decisions over the years in Needham and a document describing a vision for Needham's future. (Lee Newman, 617-455-7527)

**Heritage Education/Joyce Stevens** – \$4,000 to support this remarkable ongoing effort to strengthen urban youngsters' connections with the built environment through educational programs on Boston neighborhoods for students, teachers, and parents. (Joyce Stevens, 617-646-4769)

**Fuller Museum of Art** – \$4,000 to support a celebration of the built environment through art: hands-on exhibitions for children, paintings of the city of Brockton, and artists-in-residence programs in Brockton public schools. (Linda Keating, 508-588-6000)

**The Friends of the Waterworks** – \$4,000 to support the development of plans for the restoration of the High Service Building at the Chestnut Hill Pumping Station and plans for the construction of an education museum of water technology and a community center. (Shelby Kashket, 617-262-5200x292)

**Dorchester Gardenlands Preserve and Development Corporation** – \$4,000 to support this collaborative program of public and private organizations attempting to create an experimental horticultural garden site for residents and students in the Dorchester high school community. (Laura Petrucci, 617-825-9126)

**Boston By Foot** – \$2,500 to support the development of "Boston Beneath Our Feet," a history of Boston's subterranean infrastructure, the massive root system that supports the city above and keeps it working; the primary product will be a 90-minute guided walking tour for middle-school students. (Polly Flansburgh, 617-367-2345)

The Boston Foundation for Architecture was established by the BSA and its allies in 1984 to enhance public awareness of the built environment. Architects and allied professionals have contributed approximately \$500,000 to the Foundation's endowment in the past eight years, the income from which is used for grants and operations. For more information on grants, donations, or other aspects of the Foundation, call 617-951-1433x232.

## Marketing skills training offered to designers

SMPS is again this year running its fine series of programs on marketing skills for design professionals. Designed and moderated by BSA marketing consultant Jill Weber and held in The Architects Building, the program includes a nine-week series of classes on the fundamentals of marketing and the basic technical skills; it runs from February 7 to April 11.

A second February-March marketing forum on "The Art of Presentations" includes sessions on desktop publishing, interactive video, computer graphics, preparing for presentations, clients responses to presentations, etc.

A third segment of programs called "Marketers Emeritus" draws on the wisdom of landscape architect Carol Johnson, engineer Sidney Greenleaf, consultant Ted Rhoades, and Chip Harkness FAIA.

For registration and other details, call 508-532-1900x263 (Kimberly Ploured).

## A new view on marketing services is worth exploring

Canadian marketing wizard F.G. Crane, who teaches at Dalhousie University in Nova Scotia, has written a new book on *Professional Services Marketing: Strategy and Tactics* recently released by The Haworth Press, the source of scores of management and marketing publications. Crane's new book provides a readable and simple introduction to the marketing process in the professional services environment. It enables professionals to explore inexpensive ways to develop a strong client base and to grow. This 130-page, soft-cover guide moves from explanations of marketing to definitions of services marketing, an anatomy of a professional services marketing plan, client management, promotion, management in a services environment, trade area analysis, communication, and the future of professional services marketing.

The book is now available through the BSA and may be ordered using the Special Publications order form inserted in this issue of the ChapterLetter (it is item #122) or call 617-951-1433x221 for an order form.



## Do you qualify for state work?

*Early this year, Massachusetts' Designer Selection Board (DSB) asked the Massachusetts Board of Registration of Architects to clarify the requirements the DSB "should impose on architects seeking state projects." Following is the core of the February 5, 1993 response from Board of Registration of Architects attorney James R. Anliot, Esq.*

... At the outset, we should note that Chapter 112, Section 60L(1) makes registration as an architect in Massachusetts unnecessary for preparation of plans and specifications or supervision of the construction, alteration, or enlargement of: (1) buildings that contain [fewer] than 35,000 cubic feet of space; (2) single- or two-family houses; or (3) buildings used for farm purposes. Registration as an architect is also unnecessary for alteration of any building, regardless of size, as long as the project does not involve substantial and major structural changes such as the addition, relocation, or elimination of walls, partitions, or weight-bearing structures. [See General Laws, Chapter 112, Section 60L(2).] Accordingly, the requirements discussed below apply only [when] the project in question does not fall within one of these exemptions.

[When] an individual offers to provide architectural services as a sole proprietor, it is clear that he or she must be registered with the Board before offering such services or representing [himself or herself] to the public as an architect. [See General Laws Chapter 112, Section 60K.]

[When] the entity offering to provide the architectural services is a partnership or corporation, [General Laws Chapter 112, Section 60L(8)] prescribes special rules for the provision of such services. Under that section, a partnership or corporation may perform architectural services and/or hold itself out as able to perform such services in Massachusetts as long as all three of the follow conditions are met: (1) at least one partner or corporate officer is an architect registered with the Massachusetts Board; (2) all contracts for architectural services are executed on behalf of the partnership or corporation by a partner or corporate officer who holds a Massachusetts registration; and (3) the partner or officer who signs those contracts either performs the architectural services himself/herself or exercises direct personal supervisory control over the performance of the services involved.

Note that the statute does not require *all* of the partners or officers to be registered in Massachusetts, and that the implicit intent of the Legislature was therefore to permit a firm

to practice architecture here even if some of its named principals are not registered here in Massachusetts, as long as the above-noted conditions are met. The Board's restrictions on the use of the term "architect" in conjunction with a surname or business title, as set forth in 231 CMR 4.03(1), must therefore be read in a manner consistent with this statutory intent. Accordingly, it has been the opinion of the Board that the use of names of non-registered individuals in an architectural firm's name does not violate Massachusetts law as long as one of the corporation's officers is registered here and the other requirements of [General Laws Chapter 112, Section 60L(8)] are met.

The rules for so-called "mixed" architectural/engineering firms are much the same as for purely architectural entities. If the firm is a partnership or corporation and can meet the requirements of [General Laws Chapter 112, Section 60L(8)] described above, the firm may properly provide architectural services as long as those conditions are met and the fact that some of its principals or employees may be professional engineers rather than registered architects is of no consequence.

[When] an engineering firm has no registered architects among its partners or officers and therefore cannot meet the requirements of [General Laws Chapter 112, Section 60L(8)], the firm may still provide some architectural services as long as those architectural services are "incidental" to the provision of engineering services. [See General Laws Chapter 112, Section 60L(5).] The same is true [when] the entity offering the architectural services is an individual professional engineer properly registered as such in Massachusetts with the Board of Registration of Professional Engineers and Land Surveyors. Exactly what constitutes services "incidental" to the provision of engineering services is not clearly defined in the statute or the Board's regulations and necessarily involves factual questions that would have to be decided on a case-by-case basis.

The rules governing out-of-state entities that provide architectural services are essentially the same as those described above for Massachusetts-based entities. The only difference is that, [when] the sole practitioner (or a partner or corporate officer, in the case of a partnership or corporation) is licensed as an architect in another state and holds a certificate of qualification from the National Council of Architectural Registration Boards, he or she (or the partnership or corporation in question) may offer to provide architectural services (and contract to do the same) *prior* to obtaining the required Massachusetts reg-

istration but cannot actually *perform* those architectural services until after the necessary Massachusetts registration has been obtained. [See General Laws Chapter 112, Section 60L(9).]

In closing, we would also note that registration as an architect is *not* required for landscape architects, city planners, or regional planners to the extent that their work consists of consultation on or preparation of master plans for parks, land areas, sites, organized groups of buildings or communities or involves the preparation of plans for planting, grading, paving, or the construction of fences, steps, walls, pools, garden structures, minor utilities or other minor structural features that are normally included as part of their work. [See General Laws Chapter 112, Section 60L(7).] . . .

*In response to a subsequent request from the DSB for clarification of some points of this letter, a second letter from the same source offered this additional information:*

... [You asked] the Board to clarify which "corporate officer" must be a registered architect in Massachusetts in order to permit the corporation to provide architectural services in this state. It is the Board's opinion that *any officer of the corporation whose position as an officer is created by either the articles of incorporation or the by-laws of the corporation and who possesses the legal authority to execute contracts on behalf of that corporation will satisfy the requirements of [General Laws Chapter 112, Section 60L(8)].* . . .

\*

*Ed. note: Readers may be interested to know that a BSA/AIA Massachusetts Task Force on Registration Law Reform is currently examining the Massachusetts licensing laws with an eye towards proposing changes. If you would like to help in this effort, call Task Force Chairman Stanley Martin, Esq., a partner in the construction law firm of Gadsby & Hannah, at 617-345-7000.*



## For principals who can't or won't market, here's some advice

*The following is reprinted with permission from the January 1993 issue of Principal's Report (PR).*

Although it's crucial to the success of their marketing efforts, most design firms find it difficult to offer their principals and other professionals practical, actionable advice on how to identify and win new projects. This ability comes naturally to some, who are best left on their own. But for the rest of the firm's fledgling marketers—including younger professionals who may have no idea how to proceed—PR offers the following list of activities (in no particular order) as a starting point. Take your pick:

- Call your last dozen or so clients and ask them for referrals.
- Write an article about a design solution used in your last project.
- Set up meetings with one prospective client a week for the next 10 weeks.
- Analyze the last two prospects who failed to become clients. What went wrong? What can be done better next time?
- Ask your current clients which of their competitors they most respect. Add these companies to your list of prospects.
- Create a personal "press" list, including clients and prospective clients. Send them any information you see that they may find of interest.
- Determine what your personal marketing budget is within the firm's overall marketing budget, and decide how to spend it.
- Call two college classmates and tell them about your firm and your work.
- Volunteer your time and talents to a new non-profit or community group.
- Organize an office tour for one or more prospective clients.
- Prepare a list showing why your firm's design services are of higher quality than your competitors'.
- Read last year's local business papers at the public library. What companies were in the news? What are they doing now? How could you help them?
- Ask your support staff who they know and what outside activities they are engaged in. Their connections may surprise you.
- Meet with another design principal, from your firm or another non-competing firm, who seems particularly skillful at getting new clients or business. Pick this person's brain to see how he or she succeeds.
- Call an existing client for whom you recently completed an assignment and ask him or her to review the service received.
- Enroll in a business management course at a local college.
- Visit your clients' offices.
- Join your neighborhood association, co-op board, or similar group.

• Find out which professional associations your clients belong to and attend the next local meetings.

- Subscribe to client-oriented publications.
- Analyze why one of your competitors recently got a new client. What did that firm do that your firm did not?
- Contact a writer whom you respect from your local business newspaper or journal. Offer to give this person a tour of your office.
- Collect facilities-design information that's of interest to one of your current clients and a prospect. Send it to them in a single-page fax with a personal note.
- Call the CPAs and other professionals who have referred clients to you in the past and ask how their work is going.
- Speak at a meeting of the Rotary, Kiwanis, Lions, or another local service organization.
- Ask current suppliers to recommend prospects.
- Visit the loan officers and others where you do your personal banking. Ask them whom they work with in your community.
- Write a short item for your firm's newsletter describing the activities of your best client.
- Call your real estate broker and ask what companies and organizations are moving or growing in your community.
- Start files for all prospects. Keep notes on what you know about them or what they've told you about their business plans and desires. Refer to these files as you prepare to follow up in the future.
- Don't give up: Remember that it takes an average of five contacts to win a new client.

*Ed. note: For information on the BSA's marketing diagnostic service, call BSA marketing consultant Jill Weber at 617-951-1433x323.*

## Build Boston is back !

Another indication that the economic recession in this country, and in the Northeast in particular, might be receding is the resurgence of participation at Build Boston in November. Not only did the number of exhibitors increase dramatically over 1992, the number of architects and allied professionals who registered for workshops or other events also increased significantly. Of perhaps more significance, however, was the clear elevation in spirits and attitude about the future of the industry that pervaded the networking events at Build Boston, the workshops, and the tradeshow aisles.

Those of you reading this who were unable to take advantage of any aspect of Build Boston are encouraged to mark your calendars for Build Boston '94 on November 15, 16, and 17. It is Build Boston's 10th anniversary!

Part of what you will find in 1994 is striking evidence of the success of the new partnership between the BSA and the World Trade Center Boston, a partnership formed last year in part to expand significantly the international component of Build Boston (Building Globally) and in general to continue to elevate the national and international scope of Build Boston. It is working.

On behalf of the BSA Board of Directors, I also would like to thank the 200+ BSA members and friends who volunteered their time, once again, to make sure Build Boston flowed smoothly from beginning to end. And once again, I would welcome suggestions from all readers about additional ways to improve Build Boston, to make the entire event more useful to the profession and the industry as a whole. Please write to me at the BSA.

*Anthony C. Platt FAIA, Chair  
Build Boston*

*Ed. note: Manufacturers, distributors, suppliers, and vendors of products and services in the building Industry who may be interested in exhibiting opportunities at Build Boston '94 are urged to call 617-951-1433x301.*

## Do you wish you had done a Build Boston workshop ? . . . The 1994 deadline is April 4

If you are interested in proposing a workshop for Build Boston '94, now is the time to call the BSA, 617-951-1433x221, and request Build Boston workshop proposal form BB-14.

The deadline for Build Boston workshop proposals is April 4. Build Boston '94 is November 16, 17, and 18. Mark your calendar . . . and call for BB 14 now ! For all workshop panelists who volunteer their time, Build Boston provides an exceptional marketing, networking, and training opportunity . . . and a few free workshops. Now is the only time available to propose a workshop you may wish to lead or moderate in 1994. The deadline is April 4. The number is 617-951-1433x221. Ask for BB-14.



## Padjen wins



photo: Koby-Antupit



photo: P. Vanderwerker

Padjen Architects' principal Elizabeth S. Padjen FAIA (above right) has won election as BSA Vice-President/President-elect. Padjen serves a Vice-President in 1994 with President Edward T.M. Tsoi AIA (above left) and will succeed Tsoi to the presidency in 1995.



photo: P. Vanderwerker

Tsoi and Padjen are joined on the BSA Executive Committee in 1994 by Cecil and Rizvi founding principal Steve Cecil AIA (above right), who is the BSA Treasurer, and by Leers, Weinzapfel Associates partner Jane Weinzapfel AIA (above left), who has been elected BSA Secretary. Over 32% of those eligible to vote did so.

Elected to the Board with Padjen and Weinzapfel are:



- Martha E. Ondras AIA (left), Commissioner of Professional Practice
- Michael Hicks AIA (center), Commissioner of Public Affairs
- Kirk A. Sykes AIA (right), Director-at-large
- George A. Bachrach, Esq., Public Director (see related story on p. 15)

Elected to special BSA committees are:

- Diane T. Georgopolus AIA, Ethics Committee
- John P. Sheehy FAIA, Honors & Awards Committee
- Donald L. Stull FAIA, Honors & Awards Committee
- Christopher T. Doktor AIA, Membership Committee
- Janet Hurwitz AIA, Membership Committee
- Elizabeth Ericson AIA, Nominating Committee
- Peter E. Madsen FAIA, Nominating Committee

## Axelrod appointed to help push legislative agenda

BSA President Edward T.M. Tsoi AIA reports regularly in this space on the activities of the BSA Board of Directors.

BSA Board Member Ron Axelrod AIA (right) has agreed to serve as the BSA's first Commissioner of Government Affairs, a new role created several months ago at the recommendation of Legislative Affairs Committee chair Michael Hicks AIA who described the need for a greatly expanded legislative affairs agenda for the architectural profession in Massachusetts. Axelrod and Hicks, who himself has just been elected to the Board as Commissioner of Professional Practice, will be leading the architectural profession's effort to address sales tax issues, designer-selection issues, registration law issues, contract and fee issues, architectural access and codes issues, and other aspects of the practice of architecture shaped by public agencies. This effort requires the involvement, heretofore minimal, of a large number of members; I urge as many BSA members as possible to join Axelrod and Hicks in this effort to preserve and expand the practice of architecture in Massachusetts. You can call Axelrod at 617-482-4835 or Hicks at 617-267-6408.



likely to be a ball or similar public event designed to promote public awareness of architects and architecture and the public roles of architects (to help, call Cubellis at 617-242-3331);

- received encouraging reports from the Membership Committee of an upturn in membership at the close of 1993 and commended that committee for its rapidly expanding membership recruitment, retention, and membership services efforts; and,
- asked former Board Members and former Marketing Committee Chair Gary Graham FAIA to explore ways in which to re-organize the BSA ChapterLetter to ensure its monthly publication and to enhance the organization of information in the ChapterLetter.

Edward T.M. Tsoi AIA  
President

## Tobias and Lewis take over



photo: Francis Doyle

Newton architect David Tobias AIA (above left) and Westborough architect Daniel Lewis AIA (above right) take over this month as President and Vice-President, respectively, of AIA Massachusetts, the statewide organization that coordinates the activities of the three AIA chapters in Massachusetts.

In related news, Connecticut architect Steven Juncus AIA has assumed the Presidency of AIA New England, the regional umbrella organization that coordinates the national and regional activities of the eight AIA chapters in New England.

For more information on AIA Massachusetts and AIA New England, send a 29¢ SASE to AIA Diagram, c/o Richard Fitzgerald, BSA, 52 Broad St., Boston 02109. We will send you an excellent description and drawing of the state, regional, and national structure of the AIA (it is not suitable for framing but it is quite suitable for educational and curiosity-satiation purposes).

In other action in recent months, the BSA Board:

- filed a letter of support with the Massachusetts House Ways & Means Committee for the effort to create an expanded Board of Registration of Architects & Interior Designers, an effort to provide interior designers with a vehicle for professional certification while preserving architects' capacity to practice interior architecture;
- expressed unanimous support for the work of Elliot Rothman AIA and his task force that is attempting to identify affordable alternative healthcare plans for BSA member firms (for more information, call Rothman at 617-451-6990);
- commended Henry Moss, Chair of the BSA's Historic Resources Committee, and David Hacin AIA, Chair of the BSA's Urban Design Awards Jury, for their extraordinarily successful administration of their respective 1993 awards programs (details on the award-recipients were in the last issue of the ChapterLetter);
- authorized The Architects Ball Committee, chaired by Len Cubellis AIA, to proceed apace with the planning and development of a major public BSA fund-raising event, quite



## Leers leads Foundation; new trustees elected



photo: Donna Paul

Andrea Leers FAIA (above left) has been re-elected Chair of the Board of Trustees of the Boston Foundation for Architecture. At the Foundation's annual meeting in November, Robert Brannen FAIA (above right) also was re-elected to serve as Leers' Vice-Chair in 1994. Brannen becomes Chair in 1995.

In addition, the Foundation elected two new Trustees to the 15-member Board:



Equitable Real Estate's Tony Harwood (above left) and Architectural Resources Cambridge principal Colin Smith FAIA (above right).

These new Trustees join an extraordinary Board that also includes contractor Jim Becker, developer Ron Druker, urban designer/planner Gary Hack, management consultant/contractor John Kennedy (who also serves the Foundations as Treasurer), engineer Michael Jolliffe, community leader Kyra Montagu, BRA Deputy Director for Design and Development Homer Russell (who is also the Foundation's Secretary), and architects Joan Goody FAIA, Peter Madsen FAIA, and Don Stull FAIA.

## BSA honors members with donation to BFA

In 1992, the BSA Board of Directors voted unanimously to make contributions annually to the Boston Foundation for Architecture in honor of BSA members who had died during the year. With sadness, the BSA Board noted the passing in 1993 of these members: Maurice Bilodeau AIA, Walter Bogner FAIA, Julian John Borowko AIA, Robert Calder, Charles Drake AIA, Vladimir Florek AIA, Frederic Glover, Jr. AIA, Tobias Hanks AIA, and Thomas Sokol AIA.

The BSA Board has made contributions in memory of each of these members to the Foundation and encourages members and friends to consider similar donations to the Foundation, which should be mailed to: In Memory of — — —, Boston Foundation for Architecture, 52 Broad St., Boston 02109. Questions? Call 617-951-1433x232.

## BSA members adopt conservative budget

At the BSA's 126th annual business meeting in November, BSA members voted to adopt a Board-recommended budget of \$1.1 million, which represents a 3% decrease in the operating budget from last year. The new budget includes no new dues increases but does maintain the nominal 5% dues increase included annually in the budget. (Members' dues cover 54% of BSA operating costs; the balance is generated through income-producing programs and other sources.)

BSA 1993 President Elizabeth Ericson AIA and new President Edward Tsoi AIA noted, in describing the 1994 proposed budget, that the BSA Board of Directors had stuck closely to the BSA's long-term financial plan, which includes repaying the building mortgage guarantors, eliminating the BSA's aged payables incurred during the recession/building-mortgage crises, and maintaining the same level of members' services while not increasing the current five-person staff.

Copies of the FY1994 budget were distributed at the annual meeting; additional copies are available from the BSA (call 617-951-1433x232).

## Do you want to lead?

Inserted in this issue of the ChapterLetter is the annual BSA Leadership Poll. The purpose of this survey is to solicit your recommendations of individuals the BSA Nominating Committee should consider for the BSA Board of Directors and other elective offices. In addition, the Leadership Poll solicits recommendations for variety of BSA and AIA honors and awards. Please complete and return the survey form now. **The deadline is February 11.**

## Bachrach becomes first BSA Public Director



Attorney and political commentator George A. Bachrach (left) has been named the first Public Director on the BSA Board of Directors.

Bachrach, a member of the Boston law firm of Brown, Rudnick, Freed & Gesmer and a director of the firm's government relations subsidiary, BRF&G Consulting Group, is a former three-term Massachusetts State Senator and presently serves as a political commentator on Boston radio and television while teaching a course on Press and Government at B.U.'s School of Journalism. For the past two years, Bachrach also has worked with the BSA/AIA Massachusetts Legislative Affairs Committee in its efforts to negotiate a sales tax settlement with the Massachusetts Department of Revenue.

The Public Director's seat on the BSA Board was created last year when the membership voted overwhelmingly to create such a seat for the first time in the BSA's 127-year history. The intent, as originally conceived by the Nominating Committee and the Board of Directors, was to bring a new public perspective to the Board's deliberations. "It is clear that we are increasingly active, and must be increasingly active, in the public arena if we are to preserve and enhance the role of architects in society," noted BSA President Edward Tsoi AIA. "We believe that George Bachrach will bring an exciting new, politically aware perspective to Board deliberations," Tsoi continued, "and that his view of architects and architects' roles in the life of the City will enable us all to see ourselves more clearly."

Bachrach serves for two years and enjoys the same privileges and responsibilities of all BSA Board Members. For more information on the role of the Public Director, call Richard Fitzgerald at the BSA (617-951-1433x232).

## Congratulations !

The BSA Board of Directors extends congratulations to these BSA members who passed the Architectural Registration Exam this past year: Marcia Ruth Cuddeback, Patti Ellis, Sarah E. Hand, Jeffrey Joseph Quick, and Mary E. Silveria.



## Bricks

Harvard GSD's extraordinary symposia on **architectural practice** continues in March and April; this is a series of colloquia on the past, present, and future of architectural practice in the U.S. Imminent sessions with nationally renowned practitioners, critics, educators, and architectural historians include "Constructs and Responsibilities for Architectural Practice" (3/12/94) and "Globalization of Architectural Practice" (4/23/94). For registration and other details, call 617-495-4315.

Can the **Massachusetts planning community** help unlock the current stalemate in local, regional, and state planning? On January 27 (11:30 am - 2:00 pm) at the State House, the BSA joins the American Planning Association and numerous other industry associations in co-sponsoring a special panel discussion on the new Massachusetts Planning and Development Act. The discussion is moderated by State Representative Barbara Gray, who introduced this legislation. For details, call 413-545-4259 (Dale Morrow).

**Conventions in the Spring:** The North/East Roofing Contractors Association hosts its 68th Annual Convention and Tradeshow at the Hynes Convention Center in Boston, February 1-3, for roofing contractors, manufacturers, suppliers, architects, specifiers, construction users, and building owners; for details, call 617-227-0220. . . The Massachusetts Association of Land Surveyors and Civil Engineers holds its 39th Annual Convention at The Hotel Northampton, March 17-19; for details, call 617-227-5551 (Patsy Sirmans). . . The Acoustical Society of America holds its annual meeting at MIT, June 6-10, along with a special symposium on architectural acoustics; for details, call

508-443-7871 (Bill Cavanaugh). . . And, of course, the **National AIA Convention** this year is in Los Angeles, May 13-16; call 202-626-7300 (John Gaillard).

Netherlands architect **Ton Alberts** and solar energy design wizard **Steven Strong** are the guest speakers in January and February at the monthly Architects for Social Responsibility gatherings at the BSA. Alberts joins us on January 25 at 6:30 pm at The Architects Building to talk about organic architecture. Strong talks about his built projects in New England when he joins us at 6:30 pm on February 22. Everyone is welcome to both events; they are free and the information is infinitely recyclable.



photo: Peter Mellicka

Inspired in large part by successful efforts such as the restoration and continuing maintenance of the Shaw Memorial (above), a new movement called **Massachusetts Save Outdoor Sculpture!** (SOS) is attempting to discover and restore outdoor sculpture in Massachusetts. Led by Paul Tsongas (second from right in photo above), this effort in Massachusetts is being guided by former State Historic Preservation Officer and now SOS Project Director Patricia Weslowski (center in photo) and is being coordinated in the field by Lynne Spencer (second from left in photo). Also in the photo are Philip Haddad (far right), Chairman of the National Memo-

rial Trust, the Worcester organization spearheading this project in Massachusetts. At the far left in the photo above is Bruce Rossley, Commissioner of the Boston Mayor's Office of Arts and Humanities. For more information, call Lynne Spencer at 617-593-5631.

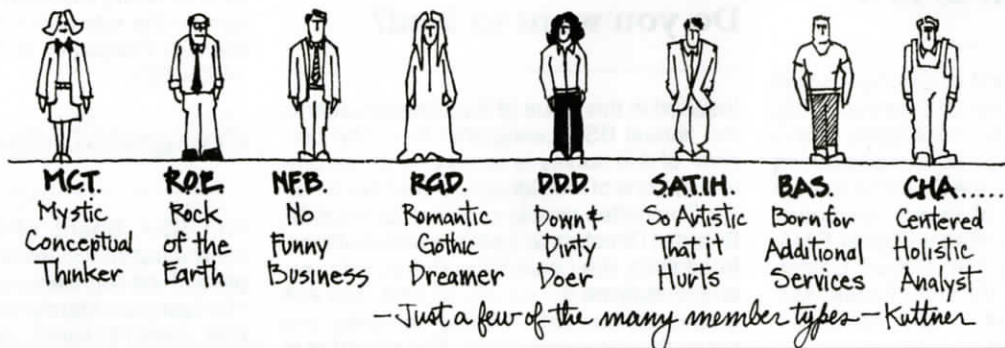
**Energy-related events:** The BSA Energy Committee notes that the New England Energy Task Force hosts a seminar on January 18 focusing on energy-crafted homes, alternative transportation fuels, energy efficiency measures at Carney Hospital, and related issues. In another seminar on February 15, the same sponsor focuses on passive process waste-water heat-reclamation by remediation, application of cosmic techniques for agriculture, and related issues. For details on both seminars, call Duane Day at 617-565-9705.

**Those who practice in or are visiting Vermont** may be interested in AIA Vermont's special presentations in January on "Public Relations and Trends in Vermont Practice" and two presentations in February on "Tricks of the Trade: Architectural Granite" and on "Public & Professional Provocative Presentations." For specific dates and times, call 802-496-3761 (Hanne Williams).

DPIC Companies, a leading provider of professional liability insurance for architects and engineers, has introduced an innovative program that pays all or most of the costs of a "partnering" facilitator on a construction project. DPIC believes that "delays, cost-overruns and law suits can often be traced to ingrained adversarial relations [among] architects, engineers, contractors, and project owners. . . To get these parties working together toward mutually beneficial goals,

### BSA MEMBERSHIP DRIVE UPDATE

IN AN EFFORT TO PIN DOWN THE **TYPICAL BSA MEMBER**, THE MEMBERSHIP COMMITTEE DEVELOPED AN ELABORATE SYSTEM OF CATEGORIES, BUT WERE FORCED TO DISCONTINUE AFTER FINDING THEY NEEDED 2,000 DIFFERENT TYPES!



Courtesy of Peter Kuttner AIA, former BSA Membership Committee Chairman & current BSA Board Member & Resident Merry-Andrew



## ... and more Bricks

we're willing to pay a big part of the cost of formal partnering . . ." For details, call your liability insurance broker or call DPIC at 800-227-8533x217.

Have you heard from the "software police"? PSMJ reports in its 10/93 issue that Microsoft, Apple, WordPerfect, Autodesk, Novell, Aldus, Borland, Lotus, and Computer Associates are the members of something called the Business Software Alliance. The Alliance aims to help design firms and others comply with software copyright laws and to help all of us remain confident that we are using legal versions of computer software. For an information packet, call the Alliance at 202-872-5500.

"The Role of **Expert Witnesses** in Design Cases: An Update" is the title of the latest addition to Schinnerer's *Guidelines for Improving Practice*. (This four-page summary reviews the basis for expert testimony, when an expert is necessary, qualifications of expert witnesses, ethical issues, immunity issues, and more. Those who don't already receive the Schinnerer *Guidelines* may receive a copy of this issue from the BSA. Members should send your request with a 29¢ SASE with your name, address, and the title of this article; non-members should include a \$6.00 shipping and handling fee along with the SASE.

A firm position on "the proper role of **expert witnesses** in resolving construction disputes" reportedly has been adopted by 30 national, regional, and international associations including the AIA, according to ASFE (Professionals Firms Practicing in the Geosciences). The principles underlying the role of expert witnesses are in a booklet entitled "Recommended Practices for Design Professionals Engaged as Experts in the Resolution of Construction Industry Disputes" published by ASFE. For more information or for a copy of the booklet (which sells for \$5.00), call ASFE at 301-565-2733.

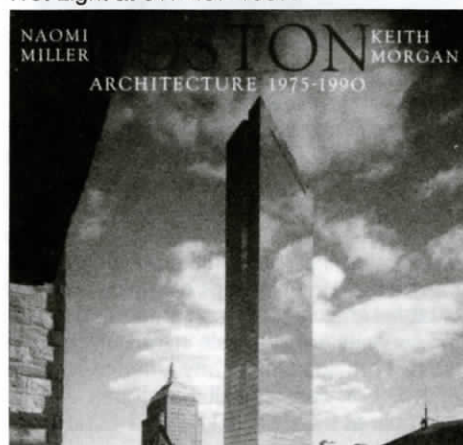
Harvard GSD has established a new post-professional **Master in Urban Planning** degree program, a two-year program that GSD hopes will complement the urban design program. For more information, call Prof. Francois Vigier (617-495-3703).

"**Past Meets Future**/Saving America's Historic Environments" is a collection of essays by leaders in the field published on the occasion of the 25th anniversary of the National Trust for Historic Preservation. The volume, edited by Antoinette Lee, has been donated to the BSA Members' Library for permanent reference use.

Annual reports are now available on the **Boston Civic Design Commission** (call 617-727-4300 for a copy); the **Massachusetts Housing Investment Corporation** (call 617-338-6886); and the **Massachusetts Industrial Finance Agency** (call 617-451-2477 or, in Springfield, 413-785-5050).

**The Contract Guide** is DPIC's new risk-management handbook for architects and engineers. This comprehensive 350-page manual is designed, according to DPIC, "to help our clients negotiate tough clauses in client agreements and minimize liabilities in the event of a dispute." It focuses on current issues such as ADA, asbestos, alternative dispute resolution, and limitation of liability. Each section of this new guide defines the liability issue, proposes solutions, and offers sample contract clauses design firms may adapt in their contracts. The Guide also includes a four-column matrix that enables designers to reference appropriate AIA and EJDC standard forms of agreements, compare them to recommended clauses in the guide, and draft the most appropriate contract language. The guide is available from the BSA; it is item #120 on the Special Publications order form inserted in this issue of the ChapterLetter.

**What is "Wet Light"?** The Wet Light Environmental Education Initiative (WLEEI) is a statewide environmental education campaign planned for April through June, 1994. The goal is to promote harmony among people and harmony with the planet and will focus on environmental activities and curriculum training for K-12 teachers and students. According to Wet Light's organizers, the intent is to jump-start environmental education in Massachusetts. For more information on this extensive environmental education effort, call Wet Light at 617-497-1537.



*Boston Architecture 1975-1990*, the extraordinary review of Boston architecture by Keith Morgan and Naomi Miller, is back at the BSA;

we have 15 copies of the book and will provide them on a first-come/first-served basis to our readers. The price is \$30.00 for AIA members in Massachusetts, \$45.00 for non-members. To order a copy, send your name, mailing address, and a check payable to the BSA (add 5% Massachusetts sales tax and \$3.00 shipping) to "Boston Architecture", BSA, 52 Broad Street, Boston 02109. Credit-card orders may be faxed to 617-951-0845 with your name, mailing address, type of credit card, card number, expiration date, and the name printed on the credit card.

A friend recently sent the ChapterLetter a collection of excellent **employment planning tools** and job-search guides prepared by AARP, the American Association of Retired Persons. Although presumably developed for people over 50, much of the material AARP publishes is useful for people of any age. For example, "Returning to the Job Market: A Women's Guide to Employment Planning" and "Working Options: How to Plan Your Job Search/Your Work Life" are two available titles. For more information on these and other AARP publications, call 202-434-2277.

To assist small communities with the challenge of planning for growth and development, the Northeast Regional Office of the National Trust for Historic Preservation has created Project PREPARE. This is a series of publications and a video designed to **help communities understand how conservation, preservation, and planning techniques can be brought together** to ensure the protection of valuable historic landscapes, open spaces, and rural community character while still promoting reasonable new development. Seven publications address the specific needs of the six New England states and New York. All were written by MIT planner Philip Herr. For ordering and other details, call 617-523-0885.

Since the adoption of the AIA Code of Ethics and Professional Conduct a few years ago, the AIA National Judicial Council has issued almost two dozen written decisions and advisory opinions on **Code violation allegations against American architects**. The BSA has assembled a full package of information that includes the Code itself and all of the written decisions and advisory opinions on issues such as uncompensated design services, referral fees and conflicts of interest, misrepresentation of qualifications, inaccurate attribution of credit and the failure to give credit, the withholding of photographs and other material from former employees, negligent interpretation of zoning regulations, endorsements and conflicts of interest,



## ... and even more Bricks

employment discrimination based on gender, supplanting, the failure to get clients' consents to design changes, the use of other architects' drawings, manufacturers' indemnifications and conflicts of interest, the failure to report employees' lies or misstatements of qualifications, etc. To order this 64-page packet, send \$10.00 (\$5.00 for AIA members in Massachusetts) and a 9"x12" SASE (\$1.44) to Ethics Package, BSA, 52 Broad St., Boston 02109.

For architects interested in exploring the possibility of marketing their services through client-oriented tradeshows, the BSA has assembled an 11-page list of dozens of such shows aimed at prospective **users of architectural services** throughout the U.S. For a free copy of this list, BSA members should send a stamped (52¢) self-addressed 9"x12" envelope to Tradeshow Listing for Architects, BSA, 52 Broad St., Boston 02109. If you are not an AIA member in Massachusetts and would like a copy of this list, send the same SASE and send a check or money order for \$25.00 payable to the BSA.

**CODEWORD**, the official publication of the Massachusetts State Board of Building Regulations and Standards (SBBRS), is available by subscription and on a single-issue basis from the BSA. For an annual subscription to CODEWORD, send your check or money-order payable to the BSA for \$125.00 (\$85.00 for BSA members) to the BSA, 52 Broad St., Boston 02109; MC/Visa/Amex subscriptions may be faxed to 617-951-0845 with subscriber's name, mailing address, daytime telephone number, fax number, the name printed on the credit card, credit-card number and expiration date, and the amount being charged to the credit card. If you do not wish to subscribe, the current issue of CODEWORD is available for \$12.00 (\$6.00 for BSA members); Massachusetts residents should add 5% sales tax to all orders. Questions? Call 617-951-1433x228.

**Consultants & Contractors!** The BSA frequently is asked to recommend consulting engineers, contractors, landscape architects, interior designers, model-makers, video producers, graphic designers, photographers, perspectivists, elevator consultants, clerks-of-the-works, spec-writers, CADD wizards, curtain-wall consultants, library consultants, criminal justice facilities consultants, asbestos-removal specialists, hospital design consultants, and so on and so on and so on. Well, we've come up with a way to deal with that. The BSA's "Guide to Consultants & Contractors" is a semi-annual listing in which consultants and contractors are invited to advertise their services. This listing is made

available to every AIA architect in Massachusetts, to every architect in the Northeast who receives the ChapterLetter, and to anyone else who requests it. For details on this extraordinary new advertising tool, call Stephanie Jones-Bramble at 617-951-1433x227.

**This is classified!** For information on singles seeking singles, career services, consulting services, job information, space to lease, things to buy or sell, public work information, and many other things... see the Classified inserted in this issue.

Do you need information on **joint ventures**, architectural advertising constraints, arbitration, recertification, designing restaurants, cold-weather construction? Books, articles, tapes, and similar resources on these and hundreds of other issues are available through the AIA Information Center. It's a terrific resource. Call 202-626-7493... on any subject.

The most current **AIA Documents** list and order form is available free from the BSA; call 617-951-1433x221 to request your free copy or mail or fax your name and address and a request for the list to the BSA, 52 Broad St., Boston 02109; fax 617-951-0845.



photo: Steve Rosenthal

**Would you like to work or play in the new center** of the New England building industry? The Architects Building is available for parties, association meetings, corporate events, public hearings, firm retreats, staff meetings, or simply to get away from it all for a few hours. (The image above shows the main gathering space in the building, which can be used for meetings or can be emptied of tables and chairs for social events.) Catering services are available in the building and we can provide almost any amenity you can afford. For details, call Stephanie Jones-Bramble at the BSA (617-951-1433x227).

This is a reminder to all BSA design firms and to all AIA Member Firms in Massachusetts and **Corporate Affiliate Members** of

the BSA to send your firm brochures to the BSA library. We maintain reference copies of brochures and related material on all architecture firms whose principals are AIA members in Massachusetts. We also hold similar brochures of Corporate Affiliate Members of the BSA—consultants, manufacturers, suppliers, and other allied professionals who provide services and products to architecture firms. For more information on these reference shelves or Corporate Affiliate membership, call the BSA at 617-951-1433x228.

The "Sourcebook for Sustainable Design: A Guide to **Environmentally Responsible Materials and Processes**" has received national attention as an excellent guide for everyone in the building industry seeking to identify building products and materials that do not damage the environment. The book is organized in **CSI's 16-division format** and includes overviews, specific manufacturers and distributors, etc. The book was researched, written, and edited by BSA member Andrew St. John AIA and produced by the BSA's Architects for Social Responsibility Committee. It is available from the BSA for \$25 (\$20 for BSA members); add \$3.00 for shipping and Massachusetts residents add \$1.25 sales tax. Use the Special Publications order form inserted in this issue of the ChapterLetter (it is item #87) or fax credit-card orders to 617-951-0845.

**BSA Electronic Services** include: (1) AIA Documents Ordering Service (617-951-1433x221)... (2) Firms Hiring Hotline for firms needing full-time or part-time staff immediately (617-261-0090; Amy Bernhardt Fischer)... (3) The Electronic Bulletin Board (617-737-8102 via modem at 1200 or 300 baud, 8, N, 1)... (4) The Documents & Liability Hotline (617-628-6363; Chuck Heuer, Esq., FAIA)... (5) The BSA Marketing Consulting Service (617-951-1433 x323; Jill Weber)... (6) The BSA Debt-Collection Service (617-969-6100x105 or 800-CASHFLOx105; Steven Sands)... (7) The Computer Hotline (Curt Cunningham AIA; 617-876-2233)... (8) Technical Information Hotline (617-964-5477; Mark Kalin AIA)... (9) CFA, the BSA-related jobs placement service (617-261-0090)... (10) The BSA Bookkeeping & Financial Reporting Service for Small Firms and Sole Practitioners (800-696-9060; Donna Poole)... (11) The BSA catering & space-rental services (617-951-1433x227)... (12) The AIA Mass./BSA toll-free number, if you're calling from somewhere in Massachusetts outside Boston, is 800-662-1235.



## Letters

On October 1, 1993, the Massachusetts Architectural Access Board made available its draft regulation for public review. This rewrite was initiated to make corrections and respond to comments/suggestions submitted to the Board since the last major rewrite in 1982 and to respond to the federal Fair Housing Act and Americans with Disabilities Act. . . During November, five public hearings were held throughout the state and written comments were accepted until January 1, 1994. The Board now will undertake review of all comments and determine what changes should be incorporated. The revised code could be available sometime this Summer. . . Once published, the new regulation will be submitted to the Department of Justice for certification of substantial equivalence.

The revised regulation will not replace all of the ADA but will replace largely the technical requirement of the Title III ADA guidelines which should simplify compliance with accessibility issues in Massachusetts. There are a few items where the draft is less stringent than the ADA guidelines. These include the trigger point for parking spaces and jurisdiction over employee areas. In order for the Board to change these sections to be in line with the ADA, a bill must go through the state legislature to change the jurisdiction. This is currently in progress. Once passed, any proposed changes will again go through public hearing. For future activities, the Access Board is intending to recognize outstanding examples of solutions to access issues. This award program will seek entries in April. The judges will include representatives of the disability community, the architectural community, and the Access Board. Any persons interested in being involved with this should write to me in care of the Architectural Access Board by the end of January. . .

*Judy Bennett AIA, Chairperson  
Architectural Access Board*

Thank you for contacting me with you reactions to the report of the National Performance Review "From Red Tape to Results: Creating a Government That Works Better and Costs Less." While this report marks the completion of a comprehensive, six-month study of the federal government, it represents only the beginning of a government-wide commitment to bring about real change and reform. . . I appreciate your interest in this important initiative. . .

*Al Gore  
Vice-President of the U.S.*

Design firms looking for either a buyer or an acquisition are invited to file entries for the ninth annual confidential "Mergers and Acquisitions List" published by The Brian J. Lewis Company. . . [Our listing includes] engineers, architects, and other design firms looking to be sold, to merge, or to acquire a related business in the U.S. or Europe. . . firms included have ranged in size from five to 1,000 people and in value up to \$16 million." . . [For more information, call me at 919-799-2367.]

*Brian J. Lewis  
Wilmington NC*

*In recent issues of the ChapterLetter, we published letters from two members angered by the recent inclusion of "singles" ads in the Classified insert published monthly by the BSA. Here is another response to this new Classified service.*

Well. . . it seems some are outraged by the singles ads. . . Think for a moment. . . 30 years ago only one adult in a marriage had to work. . . and being single was a career by choice. . . now with both family adults working (is this PC or what?) just to maintain basic life functions in most families. . . imagine yourself trying to find time to find a mate. . . You can't get one in the local tavern. . .

A single person has to work full-time and possibly have a second part-time job just to survive with head at water-level on this side of the Mississippi. It's not easy to meet someone here. . . Boston and N.E. in general are closed societies to outsiders. . . Singles are outsiders and several letters have made this point, subtly and cruelly, by the exclusion method. . . sort of like "if you aren't like me then go away. . . we don't want to know you exist."

. . . If you are married, then you shouldn't be concerned about the singles ads. . . If you are single, it is an important link to others. . . and its always entertaining if nothing else. . . Where else do you see someone trying to explain his or her life, the universe, and everything to an unknown reader in 15 words or less. . . in the hope the reader will return a call.

Keep the ads. . . some day those angered readers may be reading them with a different attitude.

*David Cleveland, Affiliate Member  
Otis ANGB, Cape Cod*

BSA members have the opportunity to help build a brighter future for Boston Public Schools students by serving as mentors in Boston Partners in Education's (BPE) math/science initiative. . . [which] consists of two similar pilot projects, Masterminding and AquaSMARTS. The U.S. Department of Education and the National Science Foundation are the principal funders of these two pilot projects. . . We really need volunteers to serve as mentors. . . and it would be great to have BSA members. . . Programs take place during the school year from September to June. However, BPE invites new volunteers to begin their involvement at any point during the school year.

Volunteer mentors are placed as teams in classrooms in one of eight participating schools. The mentors are asked to visit the school at least once a month for a hands-on classroom activity and to maintain contact with students between the school visits. Mentors also have the option of participating in occasional field trips and family activities. . . BSA members interested in learning more about this volunteer opportunity are encouraged to call me at BPE at 617-451-6145. . .

*Stephen Lapointe  
Boston Partners in Education*



With deep regret, the principals and staff of SBA/Steffian Bradley Associates mourn the loss of Tobias R. Hanks AIA, who died on October 31; Toby was an Associate at SBA. We extend our condolences to Toby's family as we remember his dedication to SBA and the profession. . . Toby held a B.A. from the University of Wisconsin and a M.Arch. from MIT. Toby had 20 years of experience as an architect, programmer, planner, and manager for healthcare facilities. During his tenure with SBA, he served our medical, office, research and development, residential, and commercial projects. Prior to joining SBA, Toby was a project manager for the real-estate development division of the Harvard Community Health Plan.

*Katherine Gallant  
SBA/Steffian Bradley Associates*

The BSA's recent compensation survey report indicates that most firms are not using 401(K) plans in order to maximize retirement savings despite ease of set-up and provision of low-cost benefits. A 401(K) plan has always been a good idea, even prior to the latest round of tax reform. Now, unless you enjoy writing a bigger check to the IRS, this kind of company-sponsored retirement plan (one that will reduce your taxable income) should be given serious consideration. In brief, some of the advantages of a 401(K) plan: it allows employees and principals to contribute "pre-tax" dollars to their own retirement fund; it is an inexpensive benefit and the tax savings probably will be far higher than any administrative costs a firm may incur; accumulations grow on a tax-deferred basis; it is convenient — contributions may be made directly through a payroll service; each participant chooses his or her own investment strategy and investment options range from conservative, guaranteed, or money-market accounts to higher-risk stock funds; and employer contribution is *not* required (though it may be desirable).

For more information on 401(K) plans for design firms and their employees and for information on other options that exist for the administration and investment of pre-taxed monies, call me at 617-246-0600.

*Edwin Steel*

*Ed. note: Steel, an architect and now an insurance broker, works with Storer Damon and Lund, the insurance brokerage that works with the BSA to provide insurance benefits to BSA members.*



## Opportunities

**Competitions/Awards/Grants** — BSA/NEHA New England **Healthcare Facilities** Design Awards Program; 2/23 entry deadline; 617-951-1433x221 ... BSA **Housing Design, Interior Architecture, & Unbuilt Architecture** design awards programs; Spring deadlines vary; 617-951-1433x221 for guidelines. ... Massachusetts Historical Commission **Preservation Awards**; 617-727-8470 (Leslie Sampou) for nomination forms. ... **Remodeling Awards** Competition; 3/15 entry deadline; 508-921-1695 (National Assn. of the Remodeling Industry). ... AIAS/Graphisoft Competition in **full electronic format** only; students and interns eligible; 202-626-7300 (AIA/S). ... "**Temple of Laughter**" design competition; cash prizes + commission; 5/1 entry deadline; 213-296-6226 (THE END/Wesley van Kirk Robbins). ... **Loeb Fellowships** at Harvard; 1/7 application deadline; 617-495-9345 ... **AHA Home of the Year awards**; 2/14 deadline; 708-934-8800 (American Hardboard Assn.). ... **ASAP's Ninth Annual Exhibition of Architectural Illustration**; 2/15 entry deadline; 617-846-4766 or 312-580-1995. ... **Landscape Architecture** competitions: communications and marketing excellence (2/15 deadline), site furnishings real and imagined (4/4 deadline), annual ASLA awards (5/6 deadline), visionary landscape competition (7/11 deadline), residential design/opening the garden competition (9/26 deadline); 202-686-2752 (Bill Thompson or Lee Fleming). ... Spertus Judaica Hanukkah Menorah Jewish **ceremonial art prize**; \$10K prize; 2/1 deadline; 312-922-9012. ... Design workshop/competition on "The Conversion of **Military Facilities**..."; 1/15 appl. deadline; (301-405-6297, Uwe Drost). ... Richard Kelly Grant for new/innovative conceptual or applied use of light; 1/31 deadline; 212-248-5000x118. ... Rutgers National **Works on Paper** competition; deadline unknown; 609-225-6245. ... **Urban-safe Stroller** design competition; 4/1 deadline; 212-788-8106 (Melanie Klein). ... **Justice Facilities Review** juried publication of justice facilities; 1/31 deadline; 202-626-7437. ... **Industrial Designers' awards**; 2/22 deadline; 703-759-0100. ... NYC **African Burial Ground Memorial** Competition; 1/14 deadline; 212-935-3960 or 804-788-0338. ... **Builder magazine's Design and Planning Awards**; 5/13 deadline; 202-737-0717. ... International ideas competition for the **reconstruction of Beirut**; 2/15 entry deadline; fax requests for the program to 212-444-8165 or 212-478-3914 or 011-961-1-646133. ... **Young Architects** Competition; 2/11 deadline; 212-753-1722 (Architecture League). ... Winslow Design Award for **accessible open spaces** in NYC; 3/15 deadline; 212-838-9410x233. ... IALD **Lighting Awards** Program; 3/1 deadline; 212-206-1281. ... Spectrum Design Competition for **Ceramic Tile**; 3/15 deadline; 407-743-3150. ... **New and remodeled store design** competition; 2/11 deadline; 800-241-9034 (Kari Hudson/Display and Design Ideas Magazine). ... **Paris Prize Architectural Design** Competition (for 6/91-12/94 architecture graduates); 3/1 deadline; 212-924-7000. ... The Nature Company/Sunset Magazine **Bird-Feeder Design Contest**; 2/1 deadline; 800-227-1114. ... **Gypsum Construction Awards**; 1/31 deadline; 202-289-5440 (Robert Wessel). ... National Symposium on Healthcare Design Annual **Healthcare Environment Awards**; deadline unknown; 510-370-0345 (Debra Levin). ... BAC **research grants**; 617-536-3170. ... A full schedule

of 1993 BSA, AIA New England, & national AIA **design awards** programs is inserted in this issue of the ChapterLetter; call 617-951-1433x221 for additional copies. ... 1993 Phoenix Awards Design Competition for new **ideas for memorials**; deadline unknown; Memorial Advisory Bureau, 139 Kensington High St., London W8 6SX, England; fax: 071-937-1393. ... **AIA Honors & Awards Programs** including the Gold Medal, Kemper Award, Whitney Young Citation, Honorary AIA Membership, Design Honor Awards, 25-Year Award, Urban Design Awards, AIA College of Fellows, Honorary Fellowship, Thomas Jefferson Awards for Public Architecture, Young Architects Citation, Library Building Awards, Institute Honors, Architecture Firm Award, Henry Bacon Medal, Topaz Medallion for Education, Brick in Architecture Awards, Interior Architecture Awards, Concrete Masonry Design Awards, Cedar Design Awards, etc.; deadlines vary; 617-951-1433x221 (ask for the 1994 Awards Schedule). ... **Minority/Disadvantaged** Scholarship Program; annual AIA/AAF Scholarships; 202-626-7511 (Mary Felber). ... **Aga Khan Award**, Program Procedures, 32 chemin des Crets-de-Pregny, CH-1218 Grand Saconnex, Geneva, Switzerland (\$500K in prizes; rolling deadlines). ... **Architectural Woodwork** Institute Awards Program (all bldg. types); rolling deadline; 703-222-1100 (Sharon Davoren). ... **AIAS student competitions**: programs & deadlines vary; 202-626-7472. ... **NIAE student competitions**; 212-924-7000. ... **Fulbright Grants** for architects and urban planners; 202-939-5401 or 202-686-7877. ... **AIA Institute Scholars** Program grants; 202-626-7300 (Joe Bilello). ... NEA design project grants & **individual grants/fellowships** (up to \$20K) for designers; 7/15 annual deadline; 202-682-5437. ... For up-to-date **details on design competitions**, consider subscribing to "Deadlines," 17 W. Hawley Rd., Hawley MA 01339; 413-339-4018 (\$26/yr. for 12 issues). ... The **MacDowell Colony** Residency for architects; 603-924-3886 or 212-966-4860 for applications & deadlines. ... For details on the \$15,000 American Architectural Foundation Richard Morris Hunt Fellowship and numerous AIA-related **fellowships and scholarships** for minorities/disadvantaged individuals, professional degree candidates, health facilities design, research, and other purposes, call 202-626-7511.

**Workshops/Conferences** — BSA workshops/programs (see p. 2). ... Harvard GSD colloquium on the past, present, and **future of architectural practice** in the U.S.; 3/12, 4/23; 617-495-4315. ... DLF seminar on "**the color & shape of light**"; 1/7; 617-272-2300 (Anne Robinson). ... **AIA Vermont** seminars on public relations (1/?), public & professional provocative presentations (2/?), architectural granite (2/2); 802-492-3761. ... **National AIA Convention**; 5/13-16, Los Angeles; 202-626-7300. ... **North/East Roofing Contractors Assn.** convention & tradeshow; 2/1-3; 617-227-0220. ... SMPS marketing programs with Carol Johnson (1/11), Sidney Greenleaf (2/2); "The Art of Presentations" (2/1, 2/8, & 2/15); technical **marketing skills** classes (2/7-4/11); 617-523-8433. ... Northeastern University Center for Continuing Education **Building Design and Management** courses; 617-320-8000. ... **Wentworth Institute of Technology** professional and continuing studies programs;

617-442-9010x446. ... Jewish Vocational Service career, **job-hunting** and related workshops; Boston & Newton; 617-965-7940. ... The **Women's Educational and Industrial Union** career services workshops and other services on job-hunting and other career issues; 617-536-5657. ... **BAC continuing ed.** program; 617-536-3170. ... **GSD continuing ed.** program; 617-495-1680.

**Exhibits/Lectures/Tours** — BSA **Lecture Series** (see p. 1). ... BSA Gallery **Exhibits** (see p. 2). ... ASR/BSA programs on **organic architecture** (Ton Alberts, 1/25) and **solar design** (Steven Strong, 2/22); 617-951-1433x221. ... Moshe Safdie AIA lectures on "**Language and Ethics in Architecture**"; 3/4; BAC; 617-536-3170 & Safdie's work is on exhibit at the BAC from 2/14 to 3/10. ... "Deck the Walls" exhibit of **small-scale art work** in many media; through 1/15; Andrea Marquit Fine Arts, 38 Newbury St., Boston. ... "**The Home Show**" exhibit exploring the emotional and physical environment of home; through 1/23; Boston Center for the Arts, 539 Tremont St., Boston. ... A "show-&-tell" in **NH's golden triangle**; 2/10; 608-226-4550 (AIA New Hampshire). ... GSD exhibit of the **Center for the Arts at Emory University**; through 1/28; 617-496-8812 (Brooke Hodge). ... Harvard GSD colloquium on the past, present, and future of **architectural practice** in the U.S.; 3/12, 4/23; 617-495-4315. ... "The Four Shapes of Boston," a slide-lecture on **Boston's architectural history** available to rent (with speaker); 617-367-2345 **Art & Architecture Tours** of the BPL; 617-536-5400x212. ... **BAC** exhibit program; (617-536-3170). ... **Wentworth** programs; 617-442-9010.

**Other Opportunities** — *idiotTEXT* design journal invites designers to submit **competition projects for publication**; 617-482-6958, Jordan Williams. ... *Places*, the quarterly journal edited by **Donlyn Lyndon**, invites submissions of articles; 718-399-6090 for details. ... The Aberdeen Group is seeking photos of fireplaces and chimneys for a new book on **fireplace design**; 708-543-0870 for details. ... The Central Artery/Tunnel Project is creating a **registry of artists** interested in working on the Artery; call 617-951-6329 (Artery Arts Program) for details. ... Viking Studio Books is publishing *The Complete Home Office: Planning Your Workspace for Maximum Efficiency* and would like to hear from BSA members who may wish to have their **new homes, additions, and renovations** included; call 619-793-1515 (Harriet Baker). ... *The Classicist*, the journal of the Institute for the Study of Classical Architecture, is seeking examples of work done in the **Classical manner** for publication; 212-505-5300. ... The **Hardwood Manufacturers Association** is seeking professional photography showing the use of solid U.S. hardwoods in furniture, flooring, kitchen cabinets, or decorative woodworking to illustrate in various publications the use of American hardwoods; for details, call Susan Regan at 412-829-0770. ... Wentworth Institute is seeking constructive and compassionate architects to serve as **design critics**; call Herb Fremin at 617-442-9010x425. ... See a wide variety of paid & volunteer opportunities in the "**Classified**" listing inserted in this issue.



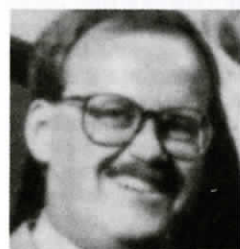
## Fame

**Tsoi/Kobus & Associates** celebrates its 10th anniversary this year. . . **Gary Wolf AIA** has received a Builder's Choice Design Award for his multi-color home in Weston. . . **Hoyle Doran & Berry** has received an Honor Award in the AIA/IFRAA Awards Program for the Memorial Garden/Cathedral-in-the-Woods. . . **Lawrence Man Architect** has won two design awards from the National Organization of Minority Architects for the firm's Ti Sales Office in Sudbury and the Tai Pan Restaurant in Cambridge. . . **Royal Barry Wills Associates** has published a new book: *Houses for Good Living*. . . **Chisholm Washington Architects** has received an award for Design Excellence from the National Organization of Minority Architects for the firm's Brown & Kaplan Townhomes. . . **John B. Tittmann AIA** has merged his firm with the landscape architecture firm of Estabrook Associates to form Tittmann Associates (134 Mt. Auburn St., Cambridge, 02138; 617-661-2811). . . **James Mellowes AIA** and **Robert Paladino AIA** have formed a new firm: Mellowes & Paladino (955 Mass. Ave., Cambridge, 02139; 617-492-8065). . . **Thomas Hanrahan AIA** and his partner Victoria Myers have won the MIT Council for the Arts 1993 McDermott Award and **Reiter & Reiter's** Duke Reiter has received MIT's 1993 Kepes Fellowship Prize. . . The renovation of the restrooms in the historic Cyclorama at the Boston Center for the Arts has resulted in the installation of a permanent public artwork by **Sheila Kennedy AIA** and **Frano Violich**. . . **David Lee FAIA** has served as a member of new Boston Mayor Tom Menino's transition team. . . **Doris Cole AIA**, **Mani Ardian Farhadi**, and **Bruce Creager AIA** all have been recent speakers in the prestigious Bunting Institute lecture series at Radcliffe. . . **Rothman Rothman Heineman's** Cove's Edge Long-Term Care Center project has been selected by the AIA and The American Association of Homes for Aging to be included in "Designing for Aging: 1993-1994 Review"; **Martha Rothman FAIA** and **Elliot Rothman AIA** also recently delivered a presentation on "Designing State-of-the-Art Ambulatory Care Facilities on a Human Scale" at the AHA's International Conference and Exhibition in New Orleans; and **Robert Heineman AIA** has returned to Boston after a two-month expedition during which he visited and researched long-term care, assisted living, and special-needs facilities across the United States. . . **Joan Goody FAIA** was the guest speaker in December at the National Institute of Justice conference on "Secure and Liveable Communities". . . **Bechtel Frank Ericson Architects**, celebrating its first anniversary, has moved to 1840 Mass. Ave. Lexington. . . **Cheryl Tougias AIA** has been re-appointed to the Bay Village Historic Commission. . . **Sasaki Associates** celebrates its 40th anniversary this year; Sasaki president Ken Bassett has been elected a Fellow of the American Society of Landscape Architects and ASLA has also given Sasaki its 1993 Landscape Architecture Award of Excellence; and **Emily Talcott AIA** and **Karl Leabo AIA** have recently joined Sasaki. . . **Chuck Redmon FAIA** and **John Clancy FAIA** served as jurors for the 1993 AIA Connecticut Design Awards Program. . . **Charles E. Flagg III AIA** (top of next column) has been named Senior Project Manager in the architectural department of **Barrientos & Associates**. . . **Gregg W. Schroeder AIA** has been named Project Man-

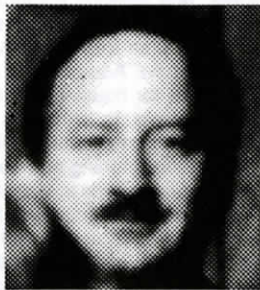


photo: Atlantic Photo

ager at **The Design Partnership of Cambridge**. . . **Jane Thompson** served as a juror for the Waterfront Center's Excellence on the Waterfront National Design Competition. . . **Graham Gund Architects** is the title of a new book on the



firm's work edited by Michael J. Crosbie AIA; Ann and **Graham Gund FAIA** also recently were honored with Historic Massachusetts' Anne and Roger Webb Award for distinguished service in the preservation of historic structures and the sustenance of cultural resources. . . **The Stubbins Associates** has named two new principals, Phil Goldberg and Phil Seibert; the firm has also named **Roy Pedersen AIA** (above left) and William McGee RA new Vice-Presidents and **Michael Giardina AIA** (above right) has been named a Senior Associate; the firm has also appointed these new Associates: Rico Cedro RA, Barbara Christian CSI, CCS, **Thomas Ellis Jr. AIA**, **CSI** (right), Mark Edwin Jenkins RA, Debra Mahoney, Regina Melton, Karen Modzelewski RA, Charles Nutter RA, Amy Semmes RA, and Sarah Springer; **Richard Green FAIA**, who



has been selected to serve on the 1994 national AIA Jury of Fellows and Honorary Fellows, was a guest panelist discussing partnerships with foreign architects at the AIA's International Committee meeting in Mexico City in October; and **Easley Hamner AIA** was a guest speaker recently in China at the 2nd International Conference of Aquapoli ("cities by the sea"). . . **Don Grinberg AIA** recently served on an AIA Regional Urban Design Assistance Team (R/UDAT) in Waterbury CT; **Chuck Redmon FAIA** and BSA Vice-President **Elizabeth Padjen FAIA** are serving on the R/UDAT Steering Committee. . . Associated General Contractors of Massachusetts has presented its 1993 Grand Honor Award to **Tsoi/Kobus & Associates** and Gilbaine Building Co. for their work on The Marine Resources Center; AGC Honor Awards went to **Goody, Clancy & Associates** and A.J. Martini Inc. for the Historic Preservation for Faneuil Hall & the Old State House, **Ellenzweig Associates** and J.F. White Contracting for Post Office Square Park & Garage, **Feingold Alexander + Associates** and Walsh Bros. for the Restoration

of the Wang Center, **Shepley Bulfinch Richardson and Abbott** and Gourdeau Ltd. for the A.J. Gordon Memorial Chapel & Performing Arts Center, **Lamoureux Pagano & Associates** and R. L. Wipple Co. for the Pro Shop Building at the International Golf Club; and Merit and Performance awards went to **Lamoureux Pagano & Associates** and Louring Construction for the Worcester Girls Club, **HNTB** and J.K. Scanlon Co. for the Nantucket Memorial Airport Renovation Addition, **HMFH** and P.J. Stella Construction for the Shaughnessy & Bailey Elementary Schools, **Goody Clancy & Associates** and Walsh Bros. for the John Hancock Berkeley Building Renovation, **Ives Architects** and J.K. Scanlon Co. for the Esther Underwood Johnson Nature Center, **John Shesky AIA** and RF Walsh Co. for the BU Dept. of Dermatology, **Jung/Brannen Associates** and Marshall Contractors for the Organogenesis Corporate HQ, **Sasaki Associates** and Kennedy & Rossi for the Merrimack College Science, Engineering & Technology Building, **Monacelli Associates** and Perini Building Co. for the Hampden County House of Correction & Jail, **Wallace, Floyd, Associates** and Tocci Building Corp. for Robbins Library, and **Elkus/Manfredi**, Bottom/Duvivier with **Robert Luchetti Associates** and Turner Construction for the Sun Microsystems Boston Consolidation Project. . . **Taylor & Partners** has moved to One Court St., Boston 02108; 617-367-1188. . . The 10/93 issue of *Architecture* highlighted the work of **Kallmann McKinnell & Wood** (the Arrow International HQ in Pennsylvania) and the competition-winning submission for the Women's Rights Park in Seneca Falls by **Ray Kinoshita AIA** and Ann Marshall; the 11/93 issue highlights the residential and commercial work of **Machado and Silveti**. . . **Schwartz/Silver's** conversion of a Newburyport firehouse into an art center and restaurant is featured in *Design Times*. . . **Elizabeth Padjen FAIA** writes on Wellesley College's Davis Museum by Rafael Moneo and **Payette Associates** in the 10-11/93 issue of *Art New England*; in the 12/93-1/94 issue, Padjen writes on the BSA's Art & Architecture Collaboration Awards. . . The 10/93 issue of *Architectural Record* highlights **Jonathan Levi AIA's** retail design work and the Rafael Moneo/Payette work on the Davis Museum at Wellesley. . . The 11/93 issue of *P/A* highlights seaside residential design by **James Volney Righter AIA**. . . **Robert Campbell FAIA** has written recently in the *Globe* on Moneo and **Payette Associates** (Wellesley College's Davis Museum), **CBT** (the Pru project with Frank Kelly FAIA of Houston and Henry Beer of Colorado), **Cannon** the (BU School of Management), Peter Blake's autobiography, The Haystack Mountain School of Crafts (recipient of AIA's 25-Year Award), **Jung/Brannen** and **ADD Inc** (the Thompson Financial Services project: "The best new office space in Boston"), **Tom Hardenbergh AIA** (residential design in suburban Boston), three outstanding new architecture firms (**Kennedy Violich Architects**, **Reiter & Reiter**, and Brian Healy Architects: featured in the *Globe Magazine*), **Olson Lewis Architects & Planners** (the National Natural Choice award-winning addition to an 1800 house on the harbor in Manchester), and the AIA New England 1993 Design Award recipients featured in the last issue of the ChapterLetter: **Graham Gund Architects**, **Kyu Sung Woo AIA**,



## ... and more Fame

**HMFH, William Rawn Associates, Goody, Clancy & Associates, Lawrence Man Architect, Symmes Maini and McKee, CBT, and Schwartz/Silver.** . . In recent issues, *The Boston Globe* has also highlighted the work of **Mark Hutker AIA** (residential work on the Vineyard), **Tsoi/Kobus** (the Marine Resources Center in Woods Hole), **Kennedy Violich Architecture** (the extraordinary BCA restroom renovation and art project), **Prellwitz/Chilinski** (the Boston City Hall Plaza project), **Payette Associates** (the Biogen Lab in Cambridge), **Drummeys Rosane Anderson** (the Regis College Art Center), and **The Primary Group** (the renovated Hunnewell Building at the Arnold Arboretum).

**New Work – Olsen Lewis Architects** is converting Building 75 in the Charlestown Navy Yard into Biotech lab and office space, completing biotech space-planning and design at 640 Memorial Drive, converting Cambridge warehouse space into biotech labs and offices, expanding lab and office space for Fuji ImmunoPharmaceuticals in Lexington, and has completed renovation of the Sonesta Beach Resort in Key Biscayne. . . **HNTB** has completed the Meydenbauer Convention Center in Washington and is now working on convention center projects in Phoenix and Raleigh. . . **The Stubbins Associates** is designing the new Federal Medical Center at Fort Devens in association with **Taylor & Partners** and **TSA** is doing a new master plan for 5300 residential units in China. . . **The Design Partnership of Cambridge** is de-

signing additions and renovations to Dracut Senior High School and has completed the new Hoyle Elementary School (photo #1) in Swansea. . . **Goody, Clancy & Associates** is working on the rehabilitation of the Chestnut Hill Pumping Station for the MWRA, renovating the Hyde Park Library, and the firm's urban design division, **David Dixon/Goody Clancy**, has completed a planning framework for Boston State Hospital and is developing an implementation strategy to transform the Fan Pier into a public space. . . **Rothman Rothman Heineman** is renovating the South Cove Nursing Facilities Foundation in Boston and Lawrence General Hospital. . . **Mellowes & Paladino** has completed first-phase renovation for the Lemberg Program at Brandeis. . . **Hoyle Doran Berry** has completed rehabilitation of the Psychiatric Center at Bellow Falls and new MCI offices in New Jersey and Pennsylvania. . . **Gary Wolf Architects** has completed first-phase renovation of the Museum of Our National Heritage in Lexington and is working on a renovation and addition for the Brookline Music School. . . **HKT Architects** is renovating 45 units of affordable housing in Salem, renovating the Baldwin and Winship schools in Boston, renovating the Southwest Gardens in Worcester and the Truman Apartments in Cambridge, designing new offices in Wakefield for Synetics Inc., and is converting a chapel into dormitories and renovating the student center at Holy Cross. . . **CityDesign Collaborative** is designing The Turtle Woods Elderly Housing in Beverly (photo #2) and has been commissioned by the Boston Parks and Recreation Department to help identify ADA/accessibility deficiencies, design corrective measures, and develop construction documents for City Parks. . . **Monacelli Associates** is preparing a master plan for the redevelopment of Central Wharf for the Aquarium, is preparing (with RBS & D) plans for housing and hotel development in Saudi Arabia, is preparing (with Sverdrup and Gilbane) a correctional facilities expansion study for the programming and design of a dozen state and county facilities in Massachusetts, is developing construction documents for a new postal distribution center at Logan, and is preparing designs for the MassPort Residential Sound Insulation Program for homes in communities surrounding Logan. . . **DRA** has completed design of the Regis College Performing Arts Center in Weston. . . **R E Dinneen Architects & Planners** is renovating and designing a new addition to the Marston Boat House at Brown University. . . **Sasaki Associates** is masterplanning 25,000 acres for Aramco in Saudi Arabia. . . **HNTB** has designed the T. F. Green State Airport (photo #3) in Rhode Island. . . **Ferrara Smart Booz** has developed a concept design for a prototype store for the J. L. Hammett Co. retail center at the South Shore Plaza Mall in Braintree. . . **ARCADD** is doing a nationwide Lobby Upgrade Program for the U.S. Postal Service. . . **Arrowstreet** is designing the new corporate headquarters in East Cambridge for Lotus, is designing mixed-use office space for the Central Artery Project, has completed the MASCO office building in Boston, and has completed the Somerset Savings Bank project in Davis Square. . . **Cambridge Seven Associates** is designing a new public library for the City of Troy in New York. . . **ADD Inc** is designing a new parking garage (photo #4) at the corner of Central and Eastern Avenues

in Chelsea. . . **Hoskins Scott & Partners** has completed design of the Lorusso Emergency Center at Cape Cod Hospital in Barnstable.

**News of Corporate Affiliates – Barr & Barr's** recent and current projects include the Sterling Library restoration at Yale (Shepley Bulfinch Richardson and Abbott is the architect), research labs for the New England Medical Center (Imai/Keller is the architect), the new Emergency Department at New England Memorial Hospital (MFPA is the architect), and the national award-winning inpatient suite addition (Tsoi/Kobus was the architect) at New England Medical Center. . . **Carol R. Johnson Associates'** Harry Fuller used the Central Artery/Third Harbor Tunnel Project as the focus of a recent address to landscape architects in Chicago on ways in which the traditional concept of public open space must change when applied to urban transportation projects. . . **Haley & Aldrich** is providing construction management services for the Richmond Transport Tunnel and related facilities in San Francisco. . . **Tocci Building Corp.** was a contractor on the team honored with the Annual Owner Recognition Award presented to Tufts by the Construction Industry Liaison Group (Livermore, Edwards was the architect). . . **Shawmut Design & Construction** has completed work on the Batterymarch Financial Management Offices (photo #5) in Boston (ADD Inc was the architect). . . **Jon Roll & Associates**

### BSA warm lines

Knowing the BSA extension numbers listed below means you don't need to listen to the voice-mail answering machine message when you call the BSA at 617-951-1433 or 800-662-1235.

#### Services & Programs

AIA Documents & other publications	221
BSA meetings/events RSVPs & reg.	221
Classified ads & ad inserts	221
Membership & dues	228
Accounting	235
Build Boston workshops	232
Build Boston exhibit sales	301
Architects Building Exhibit Gallery	225
Marketing consulting service	323
ChapterLetter editor	232
Boston Foundation for Architecture	232
AIA Massachusetts	232
All other services/programs	221

#### Full-time staff

Richard Fitzgerald	232
Stephanie Jones-Bramble	227
Penny Mitchell	228
Elizabeth Simmons	221

#### Part-time staff

Sandra Broughton	235
Alexandra Lee	225

### The ChapterLetter

The BSA ChapterLetter is published bimonthly by the Boston Society of Architects, 52 Broad St., Boston 02109-4301. The ChapterLetter is a service provided by AIA members in Massachusetts to the profession, the public, and everyone else with a sense of humor or an interest in 20th-century America. (For out-of-state subscription information, call 617-951-1433x228/fax: 617-951-0845.) The BSA is a non-profit, membership service organization and has been an advocate of architectural excellence and public awareness of architecture since 1867.



Letters to the editor, suggestions, criticism, encouragement, and manifestations of the light touch are welcome. Typed, double-spaced material intended for publication must reach the BSA by the deadline dates listed on page 1; appropriate submissions are edited and published as space, temperament, and prejudices permit.

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**President** Edward T.M. Tsoi AIA  
**Vice-President** Elizabeth S. Padjen FAIA  
**Treasurer** Steven Cecil AIA  
**Secretary** Jane Weinzapfel AIA

**Editor** Richard Fitzgerald  
**Art Director** Stephanie Jones-Bramble



## ... and even more Fame

has been honored with the highest national honor offered by the Society of Environmental Graphic Designers for the firm's graphics work on Atlanta's Fernbank Museum (designed by Graham Gund Architects) and also has completed an extraordinary range of graphic design projects around the country including graphics for the Superconducting Super Collider in Texas and the Jaffa Gate parking garage in Jerusalem (Moshe Safdie & Associates is the architect on both projects), the Tanglewood building projects (William Rawn As-

sociates is the architect), projects at Smith College and Wellesley College, the new federal courthouse in Concord NH (Shepley Bulfinch Richardson and Abbott is the architect), the renovation of the Suffolk County Courthouse (CBT is the architect), and projects at Boston's World Trade Center, the Myrtle Beach Convention Center, the Polymer Research Center at UMass, Boston Public Library, and Yale's Children's Hospital . . . **Burns & Levinson** partner George Christodoulo was the guest speaker on "Corpo-

rate Divorce" (terminating principals and restructuring ownership) at the PSMA Convention in New Orleans in October. . . And BSA President Edward T.M. Tsoi AIA is pleased to welcome these new Corporate Affiliate Members: **A.J. Martini Inc., Columbia Construction Company, Dennison Environmental Services Inc., and Suffolk Construction Company**; for details on Corporate Affiliate Membership, call 617-951-1433x221.



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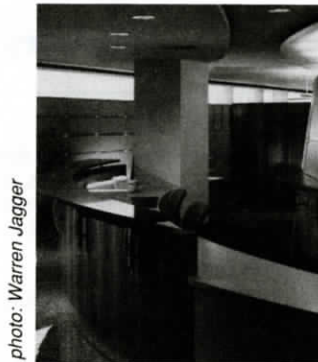


photo: Warren Jagger

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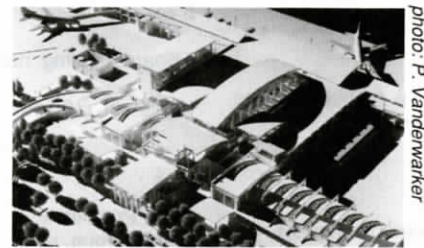


photo: P. Vandemark

3

## Membership news

### Advanced to Emeritus

Richard Owen Abbott AIA

### New AIA Members

Alex H. Anmahian AIA  
Anmahian Winton Architects  
Barbara Jeanne Boylan AIA  
Ondras Associates  
William A. Bunting AIA  
LEA Group  
Joseph A. Demshar AIA  
LEA Group  
William S. Fitzpatrick AIA  
Rojas Associates  
Kristin R. Hill AIA  
Kristin Hill Architect  
Stephen L. Kelleher AIA  
Stephen Kelleher Architect  
Kenneth E. Kruckemeyer AIA  
Kenneth Kruckemeyer Architect  
Treffle E. LaFleche AIA  
Perry Dean Rogers  
David B. Peck AIA  
Children's Hospital  
Sheldon K. Pennoyer AIA  
O'Neil Pennoyer Architects  
Clay Benjamin Smook AIA  
CBT/Childs Bertman  
Tseckares  
Ellen A. Watts AIA  
Ellenzweig Associates

### Returning AIA Members

Guillermo Enrique Bahamon  
US Department of Housing  
& Urban Development

Edward A. Bing AIA  
Edward Bing Architects  
David O'Neil AIA  
O'Neil Pennoyer Architects

### Advanced to AIA

Peter C. Gorer AIA  
Wong Chen Associates  
Richard S. Oja AIA  
HMFH Architects

### New Intern/Associate Members

Salah E. Asfoura  
Michael Richard Bachstein  
New Bedford Dept. of  
Community and  
Economic Development  
Marnie L. Boomer  
Goody, Clancy &  
Associates Architects  
Dana A. Dahill  
Boston Park Plaza Hotel  
Bruce Kenneth Forbes  
Jung/Brannen Associates  
Elaine S. Garrett  
Dean Tucker Shaw  
James R. Kubat  
CityDesign Collaborative  
Deanne N. LeBow  
Anthony J. Mambuca  
Alison L. Smith  
HKT Architects  
Camille R. Victour  
Gail Sullivan Associates

### Returning Intern/ Associate Member

Michael W. Voligny  
Harvard GSD

### Newcomers to Boston

David Clement Law AIA  
David Law Architect  
Kriss Pettersen  
Kallmann McKinnell &  
Wood, Architects  
Andy Pressman AIA  
Andy Pressman Architect  
Richard Price AIA  
Richard Price Architect

### Leaving Boston

David Glassman AIA  
(to Washington)  
Sheldon Kosteletzky AIA  
(to Minnesota)  
Deann Bartlett Mills AIA  
(to Wisconsin)  
Joel D. Silverwatch  
(to New Hampshire)  
Diana Gail Tracey AIA  
(to Virginia)  
Terrance J. Wright  
(to Texas)

### Deceased Members

Vladimir S. Florek AIA  
Thomas Sokol AIA  
Tobias R. Hanks AIA

### New Corporate Affiliate Members

A.J. Martini, Inc.

Columbia Construction Co.  
Dennison Environmental  
Services, Inc.  
Suffolk Construction Co.

### New Individual Affiliates

Polly Allen  
James W. Alley  
Alex Beatty  
Don Bounds  
Patricia P. Brown  
Tim Carpenter  
Steve Dunwell  
Gloria Ganno  
William F. Grindl  
Ruth Iannazzo  
Susan P. Keegan  
Claudia Marr  
Tom O'Brien  
John Paquin  
Roberto Ribeiro  
Elizabeth Roman  
Liza Roman  
Walter Stone

### New Student Affiliates

BAC  
Peter Ghirardini  
Mike Kaonohi  
Mohsen Kurd  
Robert Pion  
Paul B. Sherry, Jr.  
Rebecca Westerman  
David R. Wilkins

California Polytechnic  
Institute  
Russell Brown

Harvard GSD  
Olivia Cheung  
Wendy Ing  
Lisa Kulisek  
Patrick Maguire  
Carol A. Wu  
Paul Yoshitomi

MIT  
Grace Cheung  
Manish Srivastava

Northeastern University  
Mohammad I. Khan  
Matthew Picone

Syracuse University  
Julie Melissa Brown

Wentworth Institute of  
Technology  
Rafael Modesto, Jr.

To join your friends and colleagues on this list, call the BSA at 617-951-1433x221. Call the same number for information on out-of-state subscriptions to this newsletter, AIA Documents, gift memberships, Build Boston work-shops and exhibits, special publications on marketing & management, Classified ads, job-placement services, the "AIA Guide to Boston," the BSA electronic bulletin board, and a trillion other things.



## Architects in Hollywood

Hang a left on Wall Street. Enjoy an epicurean Asian feast in Chinatown. Check out strolling musicians on the Upper East Side and deli fare in the Bronx. Choose dinner from gourmet ethnic menus, dance to the tunes of a studio band, watch jugglers, singers, and scores of other entertainers as you wander the "streets of New York": eight blocks

of the Big Apple in Hollywood on the back lot where Sam proposed to Diane in "Cheers" and Harrison Ford fought the bad guys on Chesapeake Bay in "Patriot Games." It's a once-in-a-lifetime party – the AIA National Convention Host Chapter Party on the back lot at Paramount Pictures in Los Angeles. If you are going to be in L.A. for the 1994 AIA

Convention in May, you should order your tickets for this AIA Los Angeles party, the social centerpiece of the Convention, now. The party is May 14. For registration information and full Convention details, call 202-626-7300.

### January

- 1**  
HABS is 60
- 3**  
Art & Architecture Cte, 8 am
- 5**  
\*Membership Cte, 4 pm
- 6**  
Small Firms Design Salon (see p. 2)
- 7**  
Executive Cte, 8:00 am
- 8**  
Elvis is 59
- 10**  
Commission on Education & Research, 6:00 pm  
J.W. Root is 144
- 11**  
CILG, 8:00 am  
Legislative Affairs Cte, 8:30 am  
AIA New England Board, 11:00 am
- 12**  
Healthcare Facilities Cte, 5:15 pm  
Energy Cte, 6 pm
- 13**  
Historic Resources Cte, 8 am  
\* Board Meeting, noon  
Healthnet, 5:00 pm
- 14**  
\*Sole Practitioners Lunch Group, noon
- 18**  
Urban Design Cte, 7:45 am  
BSA/Brandeis deadline (see pp. 2 & 6)  
"Pin-Ups" (see p. 2)
- 19**  
Infrastructure Cte, 8 am  
\* Professional Practice Cte, noon  
DataCAD Boston Users Group, 6 pm, Chisholm Washington Architects, 675 Mass. Ave., Cambridge  
"Points of View" (see pp. 2 & 3)
- 20**  
Exhibits Cte, 8:30 am  
\* Small Firms Committee, noon  
BGLAD, 6:00 pm  
Regional Design Committee, 6 pm (Robert Sturgis FAIA, 617-647-7833)

- 21**  
Housing Cte, 8:30 am
- 22**  
Richard Upjohn is 192
- 24**  
Architron Users Group, 6 pm (see p. 6)
- 25**  
Design Cte, 8:00 am  
Architects for Social Responsibility, 6 pm
- 26**  
Infrastructure Cte, 8 am  
BSA Lecture on Community Design (see p. 1)  
AutoCAD Users Group, 6:30 pm (James Blauch AIA, 617-969-6474)
- 27**  
"Conversations" (see pp. 2, 3, & insert)
- 28**  
\*Codes Cte, noon

**\*Lunch meetings**  
Call 617-951-1433 x221 or 800-662-1235 x221 by 9:30 am on the day of the meeting to reserve lunch.

### February

- 2**  
Task Force to End Homelessness, 8 am, Payette Associates, 285 Summer St., Boston  
\*Membership Cte, 12:30 pm
- 3**  
AIA Massachusetts Board Meeting, 4 pm  
Aalto is 96
- 4**  
Executive Cte, 7:30 am
- 7**  
Art & Architecture Cte, 8:00 am
- 8**  
Legislative Affairs Cte, 8:30 am
- 9**  
Healthcare Facilities Cte, 5:15 pm  
Energy Cte, 6 pm
- 10**  
Historic Resources Cte, 8 am  
\*Board Meeting, noon  
BGLAD, 6 pm
- 11**  
\*Sole Practitioners Lunch Group, noon  
Chinese New Year (4692, Year of the Dog)
- 14**  
Have a heart
- 15**  
Urban Design Cte, 7:45 am  
"Pin-Ups" (see p. 2)
- 16**  
\*Professional Practice Cte, noon  
DataCAD Boston Users Group, 6 pm, Elegant Design, Beverly MA (617-367-9622)  
"Points of View" (see pp. 2 & 3)
- 17**  
Exhibits Cte, 8:30 am  
\*Small Firms Lunch Group, noon  
Regional Design Cte, 6 pm (Robert Sturgis FAIA, 617-647-7833)  
BSA President's Reception for Carol Johnson (see pp. 2 & 3)
- 18**  
Housing Cte, 8:30 am  
Architects at Brandeis (see pp. 2 & 6)  
Alberti is 590
- 20**  
Louis Kahn is 93
- 22**  
Design Cte, 8 am  
Architects for Social Responsibility, 6 pm
- 23**  
BSA Lecture on Managing Growth (see p. 1)  
AutoCAD Users Group, 6:30 pm (James Blauch AIA, 617-969-6474)  
The first meeting of the AIA in Richard Upjohn's office, New York City, 1857
- 24**  
"Conversations" (see pp. 2, 3, & insert)
- 25**  
\*Codes Cte, noon
- 26**  
First U.S. subway opens in New York City in 1870

**All meetings are held in The Architects Building unless otherwise noted.**